

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

VOL. C

NEW YORK, AUGUST 2, 1917

No. 5

The LITTLE CORPORAL

IT is well past midnight in the garrison of Auxonne, 1791. The silence of the early dawn is there, and only occasionally do you catch the footbeats of the sentries.

Far back, in a poorly furnished room, a feeble light burns lower and lower. And in that room a table. And at that table—*Napoleon Bonaparte.*



Fifteen hours he has worked, and every day for a month, but there is no sign of weariness in that courageous face and figure. "Over there they sleep," he muses, "but I—I will some day lead the armies of France. And work shall do it!"

The parallel to business is easily drawn. Hard work is a very necessary part of success—determination levels mountains—perseverance wins many battles.

Every Napoleon of present-day business who is planning an intensive campaign for the conquest of new sales territory will have need of a trusted lieutenant who knows every step of the way and who can map out the best method of attack.

"*Keeping Everlastingly At It Brings Success*" has been the motto of *Advertising Headquarters* for nearly half a century.

N. W. AYER & SON

ADVERTISING HEADQUARTERS

PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

"Put it up to men who know your market"

FEDERAL

Principles and Practice



*No Advertising Campaign Can Be
Better Than the Basic Plan Behind It*

It is in their regular Conference where Federal executives evolve the plans that make sales history. Our united experience cannot be paralleled elsewhere in agency organization. You are invited to put this fact to the proof yourself.

FEDERAL ADVERTISING AGENCY

at 6 East 39th Street
NEW YORK

at 30 N. Michigan Avenue
CHICAGO

PRINTERS' INK

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Cashing in on Your Customers' Good Will

How the Definite Policy of Keeping the Old Patrons Friendly Is Bringing in Returns to Many Businesses

By Bruce Bliven

A MAN I know owns an automobile of a famous make which I might christen, temporarily, the "Fearless." Not long ago the Fearless dealer in his home town called him on the telephone.

"The factory people have been experimenting, and they have developed a better carburetor than the one your car was originally equipped with," the dealer said. "If you'll send the car around to us and leave it for a day or two, we'll be very glad to take out the old carburetor and put in the new one—without any cost to you, of course." Which my friend, you may be sure, was glad to do.

What is the matter with the Fearless company? The act of that dealer was not an isolated example of generosity—it was part of a far-flung policy of the house. Is the organization, therefore, heading for the rocks because of its reckless liberality with its customers?

Not at all. When the company scattered new carburetors broadcast among the owners of its cars, it put through a stroke of sound business strategy, carefully considered and, in its opinion, fully justified. It is a stroke of strategy which almost any business man can take to heart and study with resulting benefit to his affairs, and which for that reason may prove interesting to the readers of PRINTERS' INK.

The Fearless company is sim-

ply recognizing the fact that *present users are the best potential customers for the future*. A motor car doesn't last forever; some day the car owner will have to buy again; and by earning his present gratitude by an act of sheer courtesy, the company intends to "grapple him to them with hoops of steel" so that when he does buy again, his choice will be a Fearless. In short, they are intending to cash in on the good will of their old customers, the great almost untouched treasure house of business today.

Out in the West they have recently invented a new kind of mining. By improved and perfected modern methods they can extract ore in paying quantities from great dumps of waste matter already worked, and from which the old-fashioned mining man believed all possible value had been extracted. The business policy we are here discussing might well be likened to the same idea. Too many manufacturers feel that when they get the money and the customer gets the goods, the deal is over. In reality, when you have sold your first goods to the customer you have merely driven the wedge which is to open the door of opportunity. That first sale should be regarded as a potential center from which are to radiate other sales—either repeat orders, purchases of accessories and attachments, or sales to the friends of the first customer

who, if he is skilfully used, develops an inexhaustible streak of "pay dirt" in the form of tips as to prospects, volunteer demonstrations and testimonials, or even complete sales. All that is necessary is that the seller know how to handle his consumers so as to bring their good will for the product up to the "boiling point," and keep it there.

One easy avenue of approach in bringing consumer good will to the place where it has a cash dollars-and-cents value for you, is through service given in connection with your goods. If there are mechanical elements in the goods purchased which are apt to get out of order, nothing is more important for the manufacturer than to make sure that the machinery in question is working perfectly. Often the customer, if he is not "mechanically minded," fails to get 100 per cent efficiency from his purchase and yet doesn't realize that there is any specific thing out of order. All he knows is that he is disappointed, and in that mood he is a potential handicap, rather than an assistance in creating more sales.

SENDS OUT EXPERTS WHOSE INFLUENCE IS FOR GOOD

The manufacturer of a dictating device finds it advisable to have every recent purchaser called on not once, but several times by an expert who looks over the machine to see that nothing has happened to it to mar its efficiency. The men who do this work are not mere mechanics with grease-smears on their faces and a vocabulary of grunts. They are usually members of the sales force, quite capable of reassuring and cheering up a customer who perhaps hasn't yet adjusted himself mentally to the new device. In short, their function is to keep the customer sold on the proposition so that he will radiate positive, instead of negative, influence among his business friends. After a time, of course, the expert's visits become less frequent, though a customer's telephoned request for help is always answered promptly. This company traces many sales

—some of them big ones—to the enthusiasm of its customers, said enthusiasm being in large part the result of this service work.

Even when your goods are sold through the retailer, it is possible to utilize the plan of cashing in on consumer good will, when you know how to go about it. A roofing manufacturer, with headquarters in a southern city, sells his product through hardware dealers and building supply men. He had developed a good business, but he felt that he wasn't close enough to the actual users of his goods—wasn't getting from them all their potential value. He therefore instructed his salesmen calling on the trade to secure from the dealers the name and address of every purchaser and send these to the advertising manager. Then out went a courteous letter. The manufacturer understood that Mr. Smith had lately bought some of his roofing; he trusted it was giving satisfaction; if anything went wrong with it, he would esteem it a favor if Mr. Smith would let him know. While the material had been bought from a local dealer, the maker wanted Mr. Smith to feel that he was personally determined to see to it that the roofing made good.

"Sometimes, to be sure, that letter uncovered some good energetic kicks from men who were having trouble with the roofing," admits the originator of the policy. "But even so, we'd a thousand times rather have the customer do his kicking to us than to his next-door neighbor, who might at that very moment be thinking of buying some roofing himself. When we got a kick we went right to the mat on it, straightened the matter out, and as a result the customer promptly joined the Boosters' League."

On the other hand, time and again that first letter from the house brought a response something like this: "Sure, your roofing is fine; to show you what I think of it, will say that Sam Brown, down the street, is planning to build, and I think if you went after him you could land his order. Tell him if he wants to

WE HAVE TRAVELED
more than 15,000 miles study-
ing Canadian markets, Can-
adian life and customs

WE HAVE TALKED business,
politics, and religion with the
French-Canadians in the East, the
farmers of the prairies, and the for-
esters of British Columbia

DID YOU KNOW that 150,000 Cath-
olic dairymen in Quebec Province are dis-
couraged by Church and Government
from using Cream Separators? Perhaps
there is some Canadian custom or tradi-
tion that affects the marketing of your
product across the border. Canadian
advertising *does* need Canadian review

*It is not necessary that we handle your
American advertising in order to serve
you in Canada. We will gladly co-
operate with your American Agent*

THE H. K. McCANN COMPANY

61 Broadway, New York City
Cleveland San Francisco

IN CANADA

THE H. K. McCANN COMPANY, LIMITED
56 Church Street, Toronto

know about your roofing, to come over and look at it on my house, and to ask me what I think of it." Naturally, this invitation is taken advantage of.

To make sure that the customer stays in his cordial frame of mind, he is followed up. About two years later he gets a letter suggesting that he paint his roof, in order to make it last as long as it ought to, and some conspicuous advice is given as to how to do this. Returns to this letter have averaged as high as ninety per cent, and here again suggestions as to prospective buyers of roofing in the customer's town are often forthcoming for the firm which thus works to keep the consumer's good will at the boiling point.

It is easy, of course, to see the value of the policy I have described when the product is one which wears out and must be replaced in a few years' time, like the automobile, and where the resale possibilities are so valuable that the user must be "nursed along" so he will again buy from the same house. However, even when the product is a "once in a lifetime" purchase, some alert manufacturers find that the good will of their customers is worth intensive, deliberate cultivation for the sake of the valuable influence the buyer can exert in the circle of his friends.

HOW PIANO MAKER HOLDS GOOD WILL

A company manufacturing high-grade player-pianos became aware that it had a long list of purchasers of its instruments living in or near the city where its main offices are located, with whom it was completely out of touch. Instruments were purchased, delivered, and then the whole transaction disappeared into a mysterious limbo of silence. There was no means of knowing how the customer felt about his instrument, or even whether he was using and enjoying it or not. If he was not using it, the chances were pretty strong that he was not praising it to his friends, or buying more pianos for wedding

gifts to his sons and daughters, or even buying music rolls.

To remedy this situation, the company arranged a series of recitals by distinguished musicians in its concert hall. Handsomely engraved invitations were sent to the list of former purchasers, asking them to attend these recitals as guests; and since all seats were reserved, they were invited to call at the company's place of business, select their seats—as many as they wished—and secure their tickets.

A skilful and diplomatic salesman was placed in charge of the "ticket office," and when the customer called for his seats, the salesman drew him into conversation while he waited on him. "You are the owner of a ——— player-piano, are you not? I trust you find the instrument satisfactory?" etc., etc.

Sometimes the customer would mention an unsatisfactory feature of the instrument, which gave the salesman an opportunity to explain the merits of a new device overcoming that very thing. Many direct sales of this device resulted; in some cases newer and more expensive models of the piano were sold; and in practically every case the company's thoughtful courtesy in offering the series of concerts resulted in a great increase in the customer's good will toward the company, which showed its fruits later not only in sales, but in hearty recommendation of the instrument.

Capitalizing the idea still further, this company even prepared a series of advertisements for its national advertising campaign, the purpose of which was to "cash in" on its consumer good will in a novel way. These advertisements were illustrated with unusually beautiful drawings showing a dignified, refined home, with the host giving a recital on his piano to a roomful of guests. The copy subtly emphasized the suggestion that to entertain your friends by letting them hear a program of some of the world's great music, exquisitely rendered, is a much more pleasant idea than the eternal evening of bridge. While the

THE



OF THE EARTH
THE SUBSCRIBERS
TO NEEDLECRAFT
OVER ONE MILLION
OF THEM

That the men in command of the New York Department Stores are wide awake, is shown by the advertising records for the six months ending July 1. The Brooklyn Standard Union carried 1,389,398 lines of "Dry Goods" advertising during this period.

Only one paper car-

ried more, that one being the Evening Journal, with a total of 1,491,603 lines. The Standard Union carried over 90% of the Evening Journal's total.

When keen business men spend the bulk of their money in papers such as these, there certainly is a reason.

response to such an advertisement is of course difficult to trace, the company believes that the suggestion was very largely followed out.

For instance, about that time the board of directors of a certain big corporation held a meeting in the office of the president, a man whose hobby is music. The room where the directors sat contained a fine instrument made by the company mentioned above; and at the close of the business session the president suggested that the men present should "sit still and listen to a little music." As a result of that impromptu concert, before long every man in the room that day had purchased an instrument for his home. This incident was itself made the basis for an advertisement in the campaign of the musical house.

Keeping the consumer well sold on his purchase is now, in fact, a definite policy of this company. The salesmen are trained to put over the sale so emphatically that if possible, the customer is made an enthusiastic adherent, not only of the instrument, but of the individual salesman. An ideal result, from this point of view, was that indicated when a gentleman walked into the salesrooms one day, asked for one of the salesmen by name, and told him: "So-and-so, who owns one of your instruments, tells me that I've got to buy one, too; and that you are the man I must buy from."

There are some fields where the very existence of a large part of the business depends on keeping the customer enthusiastic about his purchase. The man who owns a phonograph never buys records for it unless his machine is in working order, and is proving satisfactory to him. For this reason, one phonograph manufacturer makes a very special effort to see that the machines of this house are not delivered to the user and then forgotten. The dealer is trained to send out an inspector to call on every phonograph owner at least once a year, put the machine in first-class condition, and "sweeten up" the owner on

the idea of using his instrument frequently. Hurry-up attention is given to requests for repair service as well. So important does the manufacturer feel this phase of the business to be that his own salesmen are given a special course in retail merchandising so they will be better equipped to talk to the retailer and urge upon him the cash value of consumer good will.

Sometimes the necessity for keeping the purchaser happy about what he has bought is deemed so important that it is the underlying principle of the whole sales campaign. Some time ago a new type of furnace for household use was launched upon the market. Many people bought and installed it on the strength of the first announcements—and then trouble developed. The new heater was of an unusual type, and to operate it successfully required a reasonably clear understanding of its novel (though simple) construction. The householder often lacked this, and was unable to get satisfactory results. Occasionally, he was left in zero weather with no heat in his home—a serious situation.

The company realized at once that it was not enough merely to install the apparatus and give the owner a few printed directions. They must make sure that when things went wrong the householder was really helped, and not left to sit on an apple barrel and thumb over the book of rules. Accordingly, the whole sales plan was revamped, efforts being confined to a few large cities in which service stations were installed. It was made a rule that whenever a user of the furnace appealed for help, day or night, an expert should get on the job just as quick as it was humanly possible to do so. Nowadays difficulties which arise are promptly ironed out, customers are enthusiastic, and sales are growing with the cumulative speed of the well-known snowball rolling down the well-known hill.

Almost always the manufacturer of a device requiring technical knowledge for its operation finds it wise to give the user special helps in learning how to handle it.



While the Iron Is Hot

A BOY from 10 to 20 years old is a man in the making. He is impulsive, generous, easily impressed, easily befriended. *Yet his impressions and friendships are lasting.*

It is the privilege of "The American Boy" to go with the boy through the process of growth, and to work on this good American metal while it is hot—to help shape it into manly form.

And it is equally the privilege of manufacturers of good merchandise to make a deep impression on the boy through sincere and persistent advertising in "the biggest, brightest, best magazine for boys in all the world."

The boys of this country form an immediate *present* market and a vast *future* market. 225,000 of the most promising of them, averaging 15½ to 16 years old, are regular and enthusiastic readers of

The American Boy

"Where There's A Boy, There's A Family"

THE SPRAGUE PUBLISHING COMPANY

EASTERN OFFICE
E. S. MURTHEY, Manager
186 Fifth Avenue
NEW YORK CITY, NEW YORK

J. COTNER, Jr., Sec'y-Treas.
DETROIT, MICHIGAN

WESTERN OFFICE
J. P. AHRENS, Jr., Manager
1418 Lytton Building
CHICAGO, ILLINOIS

Thus a concern making cameras discovered early in its history that a lot of people buy one, make a few half-hearted attempts to learn to use it, and when the first feeble efforts produce prints looking like nothing in heaven or earth, they get disgusted and put the instrument away on the top shelf in the closet.

To remedy this, a magazine for amateur photographers is sent free of charge for a year to every purchaser of one of this company's cameras. This magazine is designed specifically to keep the reader sold on the idea of using his camera, and to help him to do so intelligently. Since the camera manufacturer also produces film and other supplies, the value of such "good will" work is apparent.

Part of the national advertising done by this manufacturer is also designed to keep the amateur photographer warmed up. Back covers of popular magazines are often used to give a subtle suggestion that "this is the season for picture-making," that it's fun to take a camera when you go traveling, etc.

Sometimes the repair and adjustment business in connection with a manufactured product is valuable enough to make the hidden gold mine of consumer good will worth developing. A builder of elevators for office buildings discovered at one time that of his 40,000 customers, 17,000 were "dead"—he was entirely out of touch with them. Yet every one of these 17,000 or more elevators constituted a market for occasional repair work, for supplies, etc. So a good-will campaign was developed, directed to the owners. Institutional copy stressed the desire of the company to make sure that its elevators were giving satisfaction, and told of the service stations in all cities. Before long, this missionary work had developed a good-sized amount of repair business and a brisk trade in supplies.

Advertising, of course, is one of the most powerful weapons possible in the work of keeping your old customers happy, and has been used for that purpose repeat-

edly. A manufacturer of puncture-proof auto tires, for instance, has used steady advertising appealing to the user to let his friends know of the pleasure which comes from the use of these tires. The manufacturer of an air-moistening device for artificially-heated rooms sends out circular letters at the end of each winter telling the customer how to care for the device during the coming months, and suggesting that lists of names of friends who might be interested shall be sent him. A big mailing list, a powerful factor in the sales campaign of the organization, has resulted.

There is a trade paper which every year renews an unusually high percentage of all its subscribers. The reason? Every little while through the year it mails to its readers a clever piece of sales talk, reminding them of its good qualities, thus keeping them sold on the publication. Sometimes, again, the customer's interest may be kept up by asking him for advice or assistance—the most flattering request you can make of anybody. A successful motor car manufacturer places much of his advertising in newspapers read by present users of his car, ascertaining their names by sending out questionnaires among customers. There is no doubt that this tends to interest the user more strongly in the company and its advertising.

For many products, of course, the cultivation of consumer good will is inadvisable. This is probably true where the purchase price is very small, so that buying is only a casual incident, or where the goods are quickly perishable, as with foodstuffs. However, if your product is one of some importance to the consumer, if it is subject to possible repeat orders or if recommendation by a satisfied customer is of value, then the possibilities which lie hidden in intensive cultivation of consumer good will are big enough to be worth a very careful investigation, to say the least. There may be diamonds in your own dooryard—if you'll take the trouble to dig for them and see,

Kellogg's Big Trade-Name Suit Decided

Court Rules That Kellogg Toasted Corn Flake Company's Advertising Establishes Right to Commercial Use of Name

THAT an advertiser is legally entitled to all benefits derived from the lessened sales-resistance created by his advertising, not only in regard to the advertised product, but in regard to other products subsequently placed upon the market by him, is one of the conclusions to be drawn from the decision which has just been handed down by Circuit Judge Walter H. North, in Calhoun County, Mich., in the suit brought by Dr. J. H. Kellogg to restrain the Kellogg Toasted Corn Flake Company from putting on the market Kellogg's Toasted Bran Flakes. The decision is in favor of the Kellogg Toasted Corn Flake Company in regard to most of the points raised. The case has attracted wide attention among advertising men, and has been discussed in *PRINTERS' INK* in the issues of November 30, 1916, and May 24 and June 28, 1917.

In his decision, Judge North states that "the plaintiffs [Dr. Kellogg and two corporations of which he is practically sole owner] are not entitled to the injunctive relief sought relative to the marketing of Bran by the Kellogg Toasted Corn Flake Company. This is true notwithstanding the fact that the plaintiffs were the first to place Bran upon the market under the trade-name 'Kellogg.' It seems to me the conclusion must be reached that the plaintiffs were expecting to participate in the benefits of the advertising of the Kellogg Toasted Corn Flake Company; and to allow the plaintiff to continue to market this product under the name 'Kellogg' is to permit it to continue to trail upon the advertising of the Kellogg Toasted Corn Flake Company. The legal aspect of this phase of the case is not changed by the fact that the Kellogg Food Company [Dr. Kellogg's corporation] first used the

word Kellogg as a part of its corporate name. The situation in this particular in the case at the bar is the same as in *Finney's Orchestra vs. Finney's Famous Orchestra*, 161 Mich. 286."

The court reviewed at length the history of Dr. Kellogg's connection with the business of manufacturing food products, and the development of the various companies which were formed at one time and another. The point is made in the decision that Dr. Kellogg in the early history of the business did not use his name in connection with the products, but specifically avoided doing so on the ground that such use of his name would have an undesirable effect upon his professional reputation as a physician. During part of this time, however, the line "None Genuine Without the Signature of Will K. Kellogg" was used on the packages of Toasted Corn Flakes. This action was first taken about 1903, the company producing the corn flakes then being known as the Sanitas Nut Food Co., Ltd. It had been organized in January, 1899, and Dr. Kellogg held all the stock at the time of organization except two shares, one of which was held by W. K. Kellogg. Early in 1906 Dr. Kellogg sold the secret formulæ and processes relative to, and the exclusive right to manufacture and sell "Toasted Corn Flakes" and "Toasted Corn Flake Biscuits" to the Battle Creek Toasted Corn Flake Company, organized for the purpose by Chas. D. Bolen and Will K. Kellogg. A provision in the bill of sale limited the business of the new corporation in regard to Toasted Corn Flakes to the United States. The court then reviews the development of the new company as follows:

"The Battle Creek Toasted Corn Flake Company immediately began

Circulation Methods

THIRD D



NOTE—This is the third look into the open door of our circulation department as presented in this series of advertisements. These advertisements are made up of facts. We dress them up with our opinions or reasons, but that is like the argument of the lawyer to the jury after they have heard the positive, direct and definite evidence in the case.

A man advertised in a list of farm papers. **SUCCESSFUL FARMING** was one of them. Some of our readers were not satisfied with his treatment of them. We investigated. We agreed with our readers. He paid no attention to our request that he settle the complaints. We assumed responsibility to our readers and went after him. He came into our office. He gave us a check to adjust every complaint. As he was leaving he paid us this sincere tribute.

"The readers of **Successful Farming** certainly believe in the paper. I've had more trouble with them than with anyone else—**BUT I'VE HAD MORE BUSINESS, TOO.** They seem to believe your guarantee means what it says—and I **KNOW** it does."

NUMBER + INTEREST + CONFIDENCE

That man is convinced that our circulation methods produce numbers and develop interest in the paper as a proper foundation for the confidence which leads our readers to rely upon our guarantee in answering advertisements.

We never forget that the prime reason for having a name on our subscription list is to enable us to deliver a service to that subscriber. From the advertiser's standpoint it may seem that the thing which counts is the value of each name on our list to the advertiser. But that must follow our service to the subscriber.

32.49% Thru Local Agents

PERCENTAGE BY EACH METHOD

66.%	No. 1—Direct Mail
32.49%	No. 2—Local Agents
1.%	No. 3—Clubbing
.1%	No. 4—Newsstand
.0%	No. 5—Canvassers
.4%	No. 6—Subscription Agencies
.01%	No. 7—Bulk

Next to securing 66 per cent of our subscriptions from selected names of actual farmers solicited direct from this office, we count the co-operation of our subscribers, members of their families and others in securing by personal solicitation the subscriptions of their neighbors. We group all of these people under the head of local agents. They are not professional subscription solicitors. They do not devote very much time to the work. They confine their work largely to their own neighborhood. They are

usually actuated by one or all of the following motives—friendship for **SUCCESSFUL FARMING**, a desire to benefit their neighbors and the wish to earn a cash commission or a premium.

Frankly Discussed

DISCUSSION

The men and women, boys and girls, who secure subscriptions in their own communities for **SUCCESSFUL FARMING** are paid a cash commission of about 40 per cent, or they may select premiums from our catalog. These premiums cost us about 33½ per cent of the amount secured for subscriptions.

EACH SUBSCRIBER MUST PAY


From time to time various groups of our local agents are offered grand prizes, consisting of cash, autos, pure bred live stock, etc. Each subscriber must actually pay for his own subscription. Any attempt to count "gift" subscriptions of any kind disqualifies the contestant. Subscriptions from people living in cities are not accepted from local agents to count toward grand prizes until the agent submits satisfactory proof that the subscriber owns a farm or is directly interested in farming.

SELL NOTHING BUT PAPER

Local agents are not permitted to sell any other periodical with **SUCCESSFUL FARMING**. They sell nothing but our paper, and their subscribers receive no premiums. Each of our local agents is given a short course in salesmanship as applied to **SUCCESSFUL FARMING**, and is taught to get the subscription on the basis of the actual value of **SUCCESSFUL FARMING** to the prospective subscriber. We are very particular to see that *every subscriber consciously pays for the service we have to render him thru the paper.*

We could materially increase the number of subscriptions received from local agents if we did not have such stringent rules against "gift" subscriptions, city subscriptions and clubbing offers. But we feel that we cannot afford to deliver our service represented by the paper to any one except those who can and will make use of it. By confining our subscription efforts to this class we also insure our advertisers against wasted effort.

Other phases of the subscription end of our business will be discussed in later advertisements in *Printers' Ink*. In other advertising journals we are presenting a series of advertisements on *editorial policy*, a series showing the value of our service to *certain classes* of advertising and a series showing *specific instances* where **SUCCESSFUL FARMING** has made good. We shall be pleased to discuss your problems with you.

E. T. Meredith  Publisher
SUCCESSFUL FARMING
 DES MOINES IOWA

CHICAGO OFFICE:
 1119 Advertising Bldg.

Member
 A. B. C.

NEW YORK OFFICE:
 1 Madison Avenue

That New Book

"More Business for Every Store-keeper" is just what every manufacturer has been looking for, as doctrine wherewith to encourage his sales forces and his dealer friends. It shows something of the future, how competition will grow, how retail outlets will be crowded, how advertised goods are bound to survive, how manufacturers can begin now to build good will to carry them through the next period of hesitancy and depression.

This book is The Farm Journal's latest contribution to business literature. It shows how dealers can be led to cooperate with advertisers—how to get them hitched and keep them so!



to manufacture and sell Toasted Corn Flakes. The trade name by which the product was known on the market was 'Sanitas,' the same as it had been known before the transfer of this portion of the business by the Sanitas Food Co., Ltd., through Dr. Kellogg's contract. The only way in which the word Kellogg was used at this time in connection with the manufacture and sale of Toasted Corn Flakes was by using the expression—"None Genuine Without the Signature W. K. Kellogg." The product was marked under the trade name 'Sanitas' until 1907. While the fac-simile signature 'W. K. Kellogg' was placed upon the cartons of the Battle Creek Toasted Corn Flake Co., practically at the beginning of its business, the food manufactured and sold by it was not known or designated under the trade name 'Kellogg' or 'Kellogg's' until May or June, 1907. At that time the name 'Kellogg' as a trade name was conspicuously placed upon the cartons of the Toasted Corn Flake Co. (to which the name of the Battle Creek Toasted Corn Flake Co. had been changed May 16, 1907). And from that time on 'Kellogg' or 'Kellogg's' was continuously and extensively used as the designating name of the Corn Flakes manufactured and sold by the Toasted Corn Flake Co.

"If Dr. Kellogg expected to claim commercial rights from the prestige of the name Kellogg which has arisen incident to the Battle Creek Sanitarium and from the Doctor's reputation as the head of that institution, it seems passing strange that he never attached his name to any of the various food products or to the advertising matter incident thereto in such a way as to identify him and his product with Dr. John H. Kellogg of the Battle Creek Sanitarium. In other words, the fact that Dr. Kellogg did not before 1908 identify himself as Dr. Kellogg with any of his commercial products, is inconsistent with his present claim that the word 'Kellogg' as used incident to these manufactured prod-

ucts necessarily means 'Dr. John H. Kellogg.'" From these and other facts, the court concludes that the word "Kellogg" or "Kellogg's" was not given its commercial value through the efforts of Dr. Kellogg, but by the Kellogg Toasted Corn Flake Company or its immediate predecessors, and that Dr. Kellogg made no serious attempt to utilize the name in connection with the Kellogg Food Company, until after the Kellogg Toasted Corn Flake Company or its immediate predecessors "had already spent millions of dollars in a consistent and persistent effort to commercialize the name 'Kellogg' and to make it a distinguishing name by which the products of that company should be known to the trade."

The court also points out that Dr. Kellogg was himself for some time the largest individual stockholder in the Battle Creek Toasted Corn Flake Company, to which he had sold the corn flake interests; and that his failure to protest against the use of the word "Kellogg" by that company, in which he was a director as well as the largest stockholder, would create in that company rights equal to any which could be claimed by the Sanitas Food Co. or Dr. Kellogg growing out of a similar use. In fact, the court says, "On the eighth day of July, 1907, Dr. Kellogg as a director of the Toasted Corn Flake Company, offered a resolution relative to starting certain litigation, the purpose of which was to protect and preserve in that company, the right to use the name 'Kellogg' as a trade name. . . . By this [present] litigation Dr. Kellogg seeks to take from the purchasers of his stock and the other defendants herein practically all of the benefits which have accrued to them from the course of conduct in which Dr. Kellogg acquiesced and which made it possible for him to reap large benefits by disposing of his stock."

The court interprets the famous contract of February 15, 1911, which was entered into in order to put an end to litigation then

pending between the brothers, as giving the Kellogg Toasted Corn Flake Company the unrestricted right to the name "Kellogg" as a trade mark, except as in regard to its use by Dr. Kellogg in the restricted manner specified in the contract. For this concession the company paid Dr. Kellogg \$10,000.

The court holds that proof is lacking that the defendants are using wrongfully any of Dr. Kellogg's secret formulæ. The same opinion is held in regard to his "surgical devices, and appliances and apparatus, and various remedies, compounds and products for use in the treatment of disease, etc." Neither of the contesting parties, the court believes, has established rights in regard to foreign trade, or shown violations thereof, such as entitle them to injunctive relief. The court will not enjoin the manufacture of Cero-Vita as asked by the Kellogg Toasted Corn Flake Company, holding that it is not proven that this is a corn flake product. The Kellogg Toasted Corn Flake Company is held to have exclusive right to the use of the name "Kellogg" in connection with such articles of merchandise as candies, health drinks, etc.

The court's conclusion is that "the fact and circumstances established by the proofs in this case are such as entitle the defendants to relief whereby the plaintiffs and their agents, servants and representatives shall be enjoined and restrained from selling prepared foods as and for the products of the defendant, Kellogg Toasted Corn Flake Company." The plaintiffs are taxed with the costs, and the defendants are entitled to "an accounting," but the court believes the accounting should be withheld until an opportunity has been had to secure a final adjudication of the main case, and that the injunctive relief to which the defendants are entitled should be held in abeyance for sufficient time to enable the plaintiffs to perfect an appeal, and in the event of an appeal, until such time as a determination is made by the Supreme Court.

Paul Derrick Aids Competitor

P. C. Burton & Co., Ltd., London, Eng., advertising agency, announce that Paul E. Derrick, head of the Paul E. Derrick Advertising Agency, Ltd., has been elected a director, and with the assistance of the Burton staff will take full control of the agency's work for the period of the war. The leading executives of the Burton agency are now in Government service.

An instance somewhat parallel to this, in which competitors carried on a business during the enforced absence of its manager, occurred in Chicago a few years ago. A newspaper special representative was obliged to give up his work for a year because of illness. Not only did his competitors in the field not attempt to injure his business, but they actually helped to build it up, so that when he resumed work his papers were carrying more advertising from his territory than when he went away.

Woodbridge With Kellogg Products Company

C. K. Woodbridge has resigned as general sales manager of the Loose-Wiles Biscuit Company, to go with the Kellogg Products Company, Inc., of Buffalo, N. Y., recently organized, in a similar capacity.

Before coming to New York as general sales manager, Mr. Woodbridge held several positions in the Loose-Wiles organization. At one time he was sales manager of the Boston plant and has managed the branch houses at Hartford, Conn., and at Springfield, Mass.

The Kellogg Products Company is a newly organized concern, capitalized at \$2,500,000, which will manufacture nut margarine. The advertising is in the hands of Frank Seaman, Inc., New York.

Twelve New Clubs Join A. A. C. of W.

The following new advertising clubs have been admitted to membership in the Associated Advertising Clubs of the World: Alton (Ill.) Advertising Club, Advertising Club of Circleville, O.; Galion (O.) Ad Club, Hastings (Neb.) Ad Club, Advertisers' Club, of Jacksonville, Fla.; Lima (O.) Advertising Club, Advertising Club of Marion, O.; Woman's Advertising Club, of St. Louis, Advertising Club of Washington, Ia.; New South Wales Ad-Men's Institute, Sydney, Australia; Lynn (Mass.) Advertising Club, and Muscatine (Ia.) Advertising Club.

New Yeast Being Advertised

ABC is the name of a new yeast being advertised for the present in newspapers in Springfield, Mass. The Whitney Yeast Corporation, New York, is the advertiser.

Power Plant, New York, has been taken over by Practical Engineer, Chicago, and merged with it.

"Oh, Yes! How About That Advertising?"

The Directors Discuss It, and Lay It on the Table—An Account That Is Not Typical, Be It Said, of All Board Meetings

By M. B.

MY object in penning these few sad lines is to call attention to a malady which has settled on the erstwhile busy marts of trade—*directoritis*. It is a disease of lassitude like the sleeping sickness, or whatever they call it when you have a nice placid hookworm concealed beneath your belt. It preys upon business of all kinds and all sizes, but most particularly the small, growing business, because it is young and tender. It can best be studied about 3 P. M. on the first Monday of the third month.

Diagnosis — These symptoms may be classed as characteristic: one long mahogany table, one minute book with scraps of paper concealed therein, one fat director, one thin director, one president trying to look happy, one works director wishing he could get back out in the shop, one sales director who has his own opinion of the rest of the bunch, one rich director who wishes to remain so, four cigars, one cigarette and one pipe.

Primary Stage—The fat director tells about getting stuck in the mud three miles east of Bunkerville. That reminds the president of a Ford story. The thin director is called to the telephone. The fat director makes a joke about it.

Secondary Stage—The meeting is not called to order. The secretary does not read the minutes. The president wonders if there wasn't something left over from last time, and then remarks:

"Oh, yes! About that advertising."

"What about it?" asks the rich director, who did not attend the last meeting.

"Well, there isn't anything about it so far," explains the president. "The sales director says that if

we put this new specialty out on the market we'll have to advertise it, and I guess he's right."

"What's the matter with your salesmen?" asks the rich director. "Can't they sell it to the jobbers and dealers? If this specialty is as good as you think it is people will buy it whether its advertised or not."

"Ivory Soap is pretty well known to the jobbers and dealers, yet you don't see them letting up on their advertising," retorts the sales director.

ADVERTISING TRAIN OF THOUGHT GOES ON A SIDING

"Talking about soap," puts in the thin director, "have you seen this new stuff for taking grease off cars? What's its name—oh, pshaw, I can't remember—you see it advertised all over."

"Blanco?"

"Yes, that's it. I got a can of it and tried it on my runabout. It's great stuff. Takes all the grease and dirt right out and doesn't hurt the finish. Before I used it I thought the car would have to be done over, and now it looks all right."

"What did you say that stuff was?" asks the fat director, who has not been listening, 'Blanco'? I'm going to try it. I was out on the North Road three miles east of Bunkerville last Sunday and got caught in all that rain. My car has looked like a wreck ever since."

"Yes. He had to walk a mile to get a team to pull him out," explains the president for the benefit of the rich director who had missed the tale in its first telling. "How much did you have to give that fellow, anyhow, Henry? You never told us that part."

"He was a white man. He only soaked me two dollars. Did I

ever tell you about that pirate near Southwalk who held me up for the gasolene. He was some bird!"

"Say, gentlemen," interposes the sales director, "let's get down to business on this advertising appropriation. Let's settle it one way or the other."

"Yes, how about that advertising?" agrees the president.

"Well, what does the sales director want us to do?" asks the fat director.

"I want to spend about \$25,000 to put this specialty across. We've got the money, and we ought to do it right instead of waiting until some other fellow gets his trade name established instead of ours. Here's a plan I've worked out showing how I propose to use the money. It isn't any big campaign. This includes dealers' helps and all that sort of thing."

"Well, I don't suppose there's any use going over your plan until we decide whether we want to spend the money at all," suggests the rich director. "Advertising is all right, but you want to get the thing going first and make it pay for its own advertising. That's the way I look at it. There's no use in taking all that money out of the business just for advertising."

"I don't know about that," pipes up the fat director. "You can't make money without spending money, as my old boss Bill Smythers used to say. Old Bill was some card. Did I ever tell you about the time we hid his cork leg?"

(Ten minutes intermission while the fat director recalls old times.)

"Well, what are we going to do about this advertising?" asks the president.

"For my part, I think we ought to go slow," cautions the rich director.

"If we do that, how are we going to ever get this specialty established on the market?" asks the sales director.

(At this point the works director is called out of the meeting, and business is suspended until he returns. The president tells

the story of the Irishman and the grape fruit.)

"I'm sorry I kept you waiting," apologizes the works director. "We're having more trouble with the power. The only thing for us to do is put in a new power plant."

"Yes," chimes in the president, "that is something I was going to bring up at this meeting. There is no use in our trying to go on this way much longer. The time lost through break-downs would soon pay for a new plant, and besides that we can never count on production. It's always at the time we're rushed we have most trouble."

"Well, let's decide what we are going to do about it right now," suggests the thin director. "If we're losing money on this power plant, and we'll have to put in another some time anyhow, it looks like good business to do it now."

"I thought we were going to take up the advertising appropriation," suggests the sales director.

"Oh, yes! How about that advertising?" says the president. "We ought to decide that now."

(At this point the thin director receives an important telephone call and is forced to leave the meeting, getting his gold piece before he goes.)

The rich director looks at his watch. "My, I've only got ten minutes to catch that train. I'll have to go too."

"Well, how about that advertising?" asks the sales director in desperation.

"Oh, you boys here can go over that among yourselves and find out just what you want to do, and we can take it up at our next meeting. Move we adjourn."

Treatment—Stimulants and tonics are ineffective. Try an air compressor!

Goes with "Up-to-Date Farming"

Jacob F. Weintz, of the St. Louis office of the John M. Branham Company, has been appointed advertising manager of *Up-to-Date Farming*, Indianapolis, Ind. He was formerly advertising manager of the *Arkansas Homestead*, Little Rock, Ark.

"The Consumer"— and Confusion

Probably no one idea with regard to advertising is surrounded by more confusion of thought than the idea identified by the phrase "advertising to the consumer."

Especially when media are being selected.

And the most remarkable aspect of this is that such confused thinking is at least as prevalent among advertising agencies as it is among advertisers.

If you can get to the bottom of the viewpoint of the average man using this phrase you will generally find that he is visualizing "the consumer" as the *whole public*; that he is thinking of consumption as *home* consumption, that he is considering the home and its residents as the Alpha and Omega of "consumer demand."

He generally classes media published especially for the service of *business men* as "trade journals."

He overlooks the fact that an enormous portion of the manufactured products of this country are consumed in the processes of *business*. That in thousands of lines, from adding machines to steam shovels, from machine tools to motor trucks, nearly all the demand is from *business consumers*. That the railway, the public utility, the factory, the industrial plant are consumers of products just as surely as individuals are consumers of clothes, shoes and foodstuffs.

In the enormous departments of business where engineering is a factor the *consumers* are served by and depend for service upon *business papers* such as the

McGraw-Hill Publications

Serve a Buying Power Aggregating Billions of Dollars Annually

Power	Coal Age	The Contractor
Electrical World	American Machinist	Engineering News-Record
Electric Railway Journal	Electrical Merchandising	
Engineering and Mining Journal	Metallurgical and Chemical Engineering	

All Members of Audit Bureau of Circulations



It Took Confidence to Begin This

Every printer who opens a case of Warren's Standard Printing Papers finds the printed top sheet of paper in every case. This printing is done in the Warren testing shop at Cumberland Mills.

The pictures printed on these top sheets show just what results may be expected from every sheet of paper in that case.

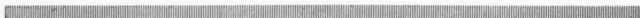
It took confidence to begin this.

But we were showing our complete confidence in the standard quality of the goods we were selling.

It doesn't require any confidence now to print a top sheet and pack one in every case of Warren's Standard Printing Papers.

We feel that we couldn't very well claim to produce standard grades of paper and fail to put the proof in every case.

The word standardization, as we apply it to Warren's Standard Printing Papers, is packed full of meaning



to every paper dealer, every printer, and every buyer of printing.

There is a Warren Standard Printing Paper for every important book-paper printing need.

To prove this statement—to even thoroughly explain it—we went to the expense of preparing one of the most elaborate and complete books of printing specimens ever offered to printers and buyers of printing.

This book is by this time fairly well known. It is the Warren Suggestion Book. Sixty-eight pages are devoted to the Warren Standard Printing Papers, a section being given to WARREN'S CAMEO, one to WARREN'S LUSTRO, one to WARREN'S CUMBERLAND COATED, one to WARREN'S SILKOTE, one to WARREN'S PRINTONE, and so on. In all, twelve different paper standards are shown in this book in different weights and colors, and printed on these papers are specimens of the kind of printing for which the paper is standard and suitable.

Write for This Suggestion Book

Let it help you plan your printing

When you are laying out a booklet, a folder, a catalog, or a circular, a brief study of the Warren Suggestion Book will acquaint you with the standard paper for the printing you are contemplating. You will see the paper you want, you will know its name and its use. This book will be sent free to printers and sales and advertising managers who write for it on their business letterheads.



Printing Papers

S. D. WARREN & CO., 163 Devonshire St., Boston, Mass.

Constant Excellence of Product—The Highest Type of Competition

Buying Paper Is a Business In Itself

We know a man who has spent a lifetime in the paper business yet who could not qualify as a Birmingham & Seaman representative. He had a good knowledge of paper but it hadn't been brought down to date.

Keeping tab on the paper situation these days is a business in itself, and there are very few men who are thoroughly posted and able to look ahead with any assurance.

As operators of some of the biggest mills in the country, as exclusive agents for others, and as representatives for many more we have an intimate knowledge of immediate conditions. This knowledge we are always glad to place at the disposal of our customers.

There is a Birmingham & Seaman office in every advertising center. It will pay you well to get our suggestions before deciding any important paper question.

BERMINGHAM & SEAMAN CO.

Paper Manufacturers

CHICAGO

Continental-Commercial Nat'l
Bank Building

NEW YORK

Fifth Avenue Building
200 Fifth Ave.

St. Louis Minneapolis Buffalo Philadelphia Milwaukee Detroit

Universities to Make Up Student Losses Through Advertising

Many Institutions Increase Their Appropriations to Impress Upon Young Men That in Completing Their Studies They Are Doing Their "Bit"

THE withdrawal of several hundred thousand young men to serve their country in the army and navy will naturally reduce the attendance at the colleges and universities next fall, unless extraordinary efforts are made to secure new students.

A quarter of a century ago the average age of graduates was 21 years; to-day it is about 23 years. As 21 is the minimum age of conscription it follows that approximately 75 per cent of the students who were registered at these institutions during the year ending July 1st are liable to be called to the colors. It is more than probable, however, that the actual number that will be drafted will not exceed 35 per cent. But the prospect of losing even this percentage is causing a lot of anxiety among college presidents, for it means a serious decrease in income, and may result in the cutting down of the staff of instructors and the introduction of many unwelcome and burdensome economies.

PRINTERS' INK has asked the heads of some of these institutions what they intend to do to meet the situation. From their replies it is evident that whatever else happens they will not curtail their advertising. In several instances the appropriation has been increased in order to employ a greater number of mediums or to enlarge the space in those already carrying their announcements.

A few of the state universities that are not allowed an appropriation for advertising purposes, and that have had for the past two or three years more applicants for admission than they could accommodate, are viewing the situation with complacency. Their officers assert that they are not worrying about the entering classes. Their only concern is for the attendance in the junior and senior courses.

Educators and others who are specially interested in the intellectual development of the rising generation agree that the younger men can do their country no greater service than by continuing their studies. Dr. Charles F. Thwing, president of Western Reserve University, on this point says:

"The country will need able and thoroughly trained citizens in the army and navy and many other fields of service, both men and women, three and six years from now. The present, therefore, is the time for high school students to go on with their education in order to make their power for service greatest and lasting."

SERVING BY STAYING AT STUDIES

In war time young men who are approaching, if they have not already reached the legal age, are apt to be swept away by patriotic spirit. They are often led to think the only way in which they can serve their country is by enlisting and going to the front. They forget, for the time being, at least, that in continuing their studies and preparing themselves to shoulder the responsibilities that will soon come to them in the big world outside of college walls, they are "doing their bit."

For the purpose of impressing this idea upon the youth of the country and to bring home to the minds of parents their duty to send their sons and daughters to the higher institutions of learning, advertising is to be used to a greater extent than hitherto. The Washington University, at St. Louis, has increased its advertising appropriation for this purpose. "Believing as we do," writes Chancellor Frederick A. Hall, "in the importance of the work being done by America's universities, which now stand almost alone in the world as places where the

scholars of the world may be trained for the vacancies that the war will create, we feel that in times like these more money than usual should be devoted to presenting the claims and opportunities of university education to the young people of this country."

In a letter to Secretary Franklin K. Lane, President Wilson said that "it would seriously impair America's prospects in this war if the upply of highly trained men were unnecessarily diminished. I therefore have no hesitation in urging colleges and technical schools to endeavor to maintain their courses as far as possible on the usual basis. There will be many young men from these institutions who will serve in the armed forces of the country. Those who fall below the age of selective conscription and who do not enlist may feel that by pursuing their courses with earnestness and diligence they also are preparing themselves for valuable service to the nation."

President H. J. Walters, of the Kansas State Agricultural College, at Manhattan, declares that the only way it will be possible to fill the places in the educational institutions of those students who are called to the defense of their country will be a systematic and persistent campaign of advertising through newspapers, periodicals, and other mediums. The Northern Ohio University, at Ada, has increased its advertising appropriation one-third. The Ohio University, at Athens, will employ every means at its command to make good any loss of its student attendance occasioned by the withdrawal of those whom their sense of duty calls to the service of their country. This implies unusual appeals through advertising.

The Oregon State Agricultural College has already completed its plans for carrying on its usual campaign of advertising. The University of Oregon, at Eugene, a state institution, will increase its expenditure for advertising with a view of reaching every young man and woman in the state who should go to college. The young men will be appealed to not only

because the university will offer military training and that type of education that will train them for officership, but also because of the high desirability of their being well educated for the pursuits of peace at the close of the war. The amount of newspaper space will not be materially increased, but more aggressive work will be done through direct advertising.

Valparaiso University, Indiana, has not only not decreased its appropriation but has made some increases. The number of mediums to be used is smaller but more widely scattered; the copy, however, will fill larger space in all of them. The amount to be invested by the University of Maine, at Orono, has not yet been fixed, but it is not likely that it will be any less than last year.

The University of Southern California expects that the selective draft will take nearly all the members of the junior and senior classes. Over 200 students have already enlisted. President G. F. Bovard says that the courses of study will be changed somewhat in order to adapt them to the special needs of the government in this time of its great emergency. Special attention will be paid to engineering work and upon training men for service in the engineering corps. Tulane University, of New Orleans, has arranged for an advertising campaign in Southern farm papers, in weekly newspapers and in Spanish publications.

E. O. Holland, president of the State College of Washington, at Pullman, says that the appropriation for advertising the college will not be reduced. The country's need of educated young men to take up the burdens that will soon be dropped by those who are now carrying them will be emphasized in the copy put out.

Doyle Now Sole Owner of "Keystone Weekly"

Bartley J. Doyle, for several years president and general manager of the *Keystone Weekly*, Philadelphia, has acquired the full capital stock and entire property of the company. He will change the publication from a weekly to a monthly, beginning September 1.

How Far Can Retrenchment Wisely Be Carried?

President Bedford's Plea to Abolish Pleasure Driving of Cars Raises Vital Question

When President Bedford, of the Standard Oil Co., gave out a statement a few days ago, describing the seriousness of the fuel oil question, PRINTERS' INK realized that the whole situation had a decided advertising bearing, especially since it directly concerns the business of so many advertisers. For this reason it was decided to present an analysis of the present oil "scare," as viewed from the standpoint of an automobile man. Hence, the following article, which is an interview with Alfred Reeves, General Manager, National Automobile Chamber of Commerce, Inc., New York.

WHEN A. C. Bedford, president of the Standard Oil Company, of New Jersey, and chairman of the committee on petroleum of the Advisory Commis-

sion of the Council of National Defense, gave out a statement a few days ago advising motorists to curtail pleasure riding and to economize in the use of gasoline, he gave the automobile industry a shock that was distinctly felt throughout its many ramifications. While this question of fuel supply has been subjecting the industry to periodic scares, this statement of Mr. Bedford's is causing more alarm than has heretofore been experienced. Mr. Bedford's prominence in the oil business and his position in the nation's council naturally gives more weight to his utterance than if it came from a lesser personage.

No industry stands above that of the automobile in the zeal of its patriotism and if as Mr. Bedford says it is absolutely necessary to conserve petroleum

**The
George L. Dyer Company
42 Broadway
New York**



**Newspaper, Magazine
and Street Car Advertising**

Publicity and Merchandising Counsel

to win the war, the motor car people will lay aside all selfish considerations and will act on the suggestions which the president of the Standard Oil Company has made. However, this is a very serious matter and no programme of retrenchment in the use of automobiles should be undertaken until all sides of the question have been most thoroughly considered.

Therefore, while the automobile interests may be willing to sacrifice themselves, if the welfare of the country demands it, such a sacrifice should not be asked until every fact indisputably points to its necessity. At the present time it appears that such a necessity does not exist. If the war is to be adequately financed and successfully carried on, no business as important as that of the automobile should be unnecessarily hampered. The industry is already freely giving its resources, brains and men to help win the war, and it has set no limit to the amount of co-operation it is willing to give the Government. But it cannot continue to do these things if it is to be compelled to fight for its own existence.

It is because of these facts that automobile men have taken such keen interest in Mr. Bedford's statement. If his suggestion were literally followed it would have a most baleful effect on the motor car business.

A VAST INDUSTRY DEPENDENT ON GASOLINE

At present the automobile industry is largely dependent on gasoline. A strict economical policy in the use of gasoline would most certainly retard the progress of the motor car business. I wonder if it is generally realized just how important the automobile industry is and how closely our whole national life is connected with it. The manufacturing of automobiles is America's third largest industry. It advertises more extensively and in larger volume than any other single business. The economic importance of this fact does not need to be pointed out to the readers of

PRINTERS' INK. About a million wage earners are employed in the business. Figuring in their families, it is conservatively estimated that 2,700,000 are dependent on the industry. There are 450 automobile and motor truck plants and about 825 body parts and accessory plants. There are approximately 26,000 dealers and close to 24,000 garages. The automobile machine shops alone amount to 12,171, and it is figured that the total number of establishments dependent on the industry run up to 66,443. The motor car business is a vital part of every city, town and hamlet in the land. The manufacturing end of it alone extends into thirty-two states. The prosperity of whole cities, such as Akron, Ohio, is based on the motor industry. In the neighborhood of 465 separate commodities and manufactured articles, such as lumber, cotton, steel, copper, paint, glass, rubber, brass, etc., are sold to the automobile makers. In fact, so important has the automobile become that nearly all other lines are in some way connected with it.

That's but a very superficial and hasty estimate of the place the motor car business occupies in this country, but it is enough to show that if anything seriously interfered with this giant industry it would be nothing short of a disaster in which the automobile business would not be solely concerned.

Now of course there is no gain-saying the fact that the oil question is critical, but oil men themselves do not agree that it is as serious as Mr. Bedford's statement indicates. There seems to be quite a difference of opinion even among those in the business. For instance, Richard Airey, vice-president of the Royal Dutch Company, which is often spoken of as the strongest single competitor of the various Standard Oil interests, is quoted by *Automobile Topics* as saying:

"The market advices from Oklahoma and Kansas, which are the centers of the independent refining, are to the effect that gasoline is not so strong, owing to the lack

Baltimore as a Market

Prosperous Baltimore is today an actuality—not a dream. One item alone of \$50,000,000 will be expended in the expansion of the Penn-Mary Steel Company—a Schwab plant—at Sparrows Point. Of this \$50,000,000, contracts for the expenditure of some \$30,000,000 have already been signed. Ultimately from 15,000 to 20,000 men will be employed in this new plant.

By conservative estimate over \$100,000,000 already invested or scheduled for investment in Baltimore commercial activities. Here are some of the new industries:

Penn-Mary Steel Company.
United States Industrial Alcohol Company
The Prudential Oil Corporation
Baltimore Tube Company
Gas Appliance & Manufacturing Company
Hess Steel Corporation
Standard Oil Company
Maryland Steel Company
Baltimore Oil Engine Company.
Aluminum Plant
Standard Guano Company

This is no "war baby" expansion. Every concern a vital addition to the community's industrial growth. Here is permanent growth in capital invested in new wage-earning, money-spending population, the families of which—over 75,000—reached through THE BALTIMORE NEWS—their favorite home newspaper—every evening.

National advertisers investigate Baltimore now and prepare for your portion of trade from this busy community. Let the promotion department of THE BALTIMORE NEWS help you make your advance market investigations. Write for particulars.

For Better Business in Baltimore Concentrate In

The Baltimore News

Net Daily Circulation June, 1917, 88,685

GAIN over same period 1916, 11,297

DAN A. CARROLL
Eastern Representative
Tribune Building
New York

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

Oh, Yes, Women Have Habits

In Chicago, for instance, the fair sex have formed the habit of looking to the columns of The Daily News for news of department stores.

Every advertiser knows that department store advertising is a correct index of a newspaper's standing with the public.

Chicago department stores recognize this habit of the buying women of Chicago, and last year used 3,060,318 agate lines of space in The Daily News, daily only, against 1,923,714 agate lines in its nearest competitor seven days a week.

This proves many things. It proves first that the women in thousands upon thousands of families in Chicago have the time in the evening to read department store news and to make their shopping plans for the next day.

It proves these thousands upon thousands of women have complete faith in what they read in the advertising columns of The Daily News.

It proves that in this case a "habit" is a desirable thing. It gives Chicago's women the snappiest news of the world's biggest and best department stores in their favorite paper.

The Chicago Daily News

"It Covers Chicago"

of demand. It is also reported that the Standard Oil Co. of Indiana has recently acknowledged a cut of two cents a gallon in special instances in its territory, and when asked for an explanation of the reduction, remark was made that the gasoline had to move.

"In the interest of the trade, what is required is government sanction to place oil well material, including tanks, on the munitions list, as such would practically eliminate any doubt as to the country being able to produce and supply all the petroleum that may be required.

"Apart from the popular idea of economy, I am of opinion that the joy riders need not give up any portion of their pleasure."

Henry L. Doherty, president of the Cities Service Co., and himself an oil producer, in a statement which has been quoted extensively, said:

"Generally speaking, I concur with what Mr. Bedford has stated, but I hope a careful investigation will be made before attempting to curtail the consumption of gasoline."

Among other things Mr. Doherty states that the high price which the motorist is willing to pay for gasoline is the one thing that makes it profitable to drill for oil under present conditions. Like Mr. Airey, he advises that the Government see that enough steel be supplied to the oil producers for well casing, which would permit the drilling of new wells.

CONDITIONS NOT NORMAL

Much of the present concern about the supply of oil is due to the uncertainty as to how much fuel will be needed for war purposes, and for export to our allies. With thousands of airplanes and motor trucks going into the war, it is certain that a lot of oil will be needed. However, as the *Automobile and Automotive Industries* points out, the demand for these purposes is not immediately large and can be supplied very gradually. This same paper also suggests another important point when it says:

"It may seem alarming that the country is using up its reserve stock of crude oil, yet it must not be lost sight of that, with the exceedingly heavy exports and with the activities of our own army, the conditions are abnormal, and even if the present rate of depletion of our reserve stocks should continue these would last for about five years."

I believe, however, that the best guarantee against an oil famine is the high prices which crude oil is now commanding. If the drillers can get material to work with it will pay them to bring every available well under production. At present prices there is money in tapping wells that could not be drilled profitably at normal prices. Neither should it be lost sight of that the new lands which the Government is opening up will furnish additional sources of supply. There are immense possibilities in Mexico also, which have scarcely been touched.

As I said before, a threatened fuel shortage has been subjecting the automobile business to periodic scares ever since the industry started to develop several years ago. But somehow we have always managed to get all the gasoline we needed. The oil business is a series of ups and downs. It runs in cycles. Suddenly a rich field or a big gusher is discovered. Supply rapidly overtakes demand. Reserve stocks pile up. Then the flow gives out or else the wells are capped for obvious business reasons. After a little reserves begin to get low again and prices go up. Producers, taking their cue from this situation, jump into the breach by starting extensive drilling operations or by opening the old wells. The flow may be small and of poor quality for a while, but if prices warrant the search eventually another gusher will be found. Just now we are in one of those periods where the production is comparatively low and where reserves are being eaten up. That we will again strike a period of heavy production is just as sure as any economic law.

In considering this oil question,

we should not forget that by improved processes we are constantly getting more and more gasoline out of crude oil. Under the original methods of extraction only two to two and a half gallons of gasoline could be obtained from ten gallons of crude. Under the cracking process this has been raised to three or four gallons. Under the Greenstreet and other processes now coming in it is possible to get as high as six gallons out of ten of crude. Some of the big oil companies expect by using certain chemicals to make kerosene just as effective as gasoline as a motor fuel. Kerosene is now used by some trucks. In fact, there are several substitute fuels being experimented with, which, after all, are not such remote possibilities. They may become very important factors in the situation at any time. Another thing that is helping to conserve the oil supply is the Diesel type engine, which burns crude oil. These engines are already very largely used on boats.

The motor car industry never neglects the fuel question for a minute. The elimination of waste in fuel consumption is its constant study. The carbureter makers, the automobile manufacturers and others are always working to get more mileage out of a gallon. This mileage is steadily being increased.

In view of all this, automobile men believe that it is unnecessary for motorists to do less riding than they have been accustomed to. They do believe, however, that the actual waste of gasoline, not only in motoring but in other ways, can be stopped. Carbureters should be kept adjusted. Motors can be stopped when the car is not running and other economies of this kind may be possible.

The statement of the chairman of the Petroleum Committee was that pleasure riding should be curtailed. Of course this was only a suggestion. There is no hint of compulsion, but the inference is that there is much automobile riding that isn't necessary. This is a hard question to decide. Where one kind of riding begins and the other leaves off no one

can say. Working under the strain of war, it is now more essential than ever that people keep up their spirits and retain their health. Automobiling is the only recreation that many persons get. The one recreation that President Wilson takes daily is his afternoon automobile ride.

Our whole mode of living is now built around the automobile. It very largely supplements other methods of transportation. If the automobile were suddenly eliminated, our other means of transportation would be totally unprepared for the additional load that would be thrown on them. There would be a great scramble for horses and of course not anywhere nearly enough of them to meet the need. We would then be forced to realize that our whole commercial and social structure has been closely entwined with the automobile, and those that have been classing it as a luxury are entirely wrong. It is now estimated that of the four million cars in use, 40 per cent of them are used for business purposes. There are three times as many motor cars in Iowa, Nebraska and such states in proportion to population as there are in the supposedly luxury-loving Eastern states. Iowa and Nebraska have a car for every thirteen people, whereas in New York there is only a car for every thirty-seven people. The explanation is that the farmer now recognizes a motor car as an absolute necessity.

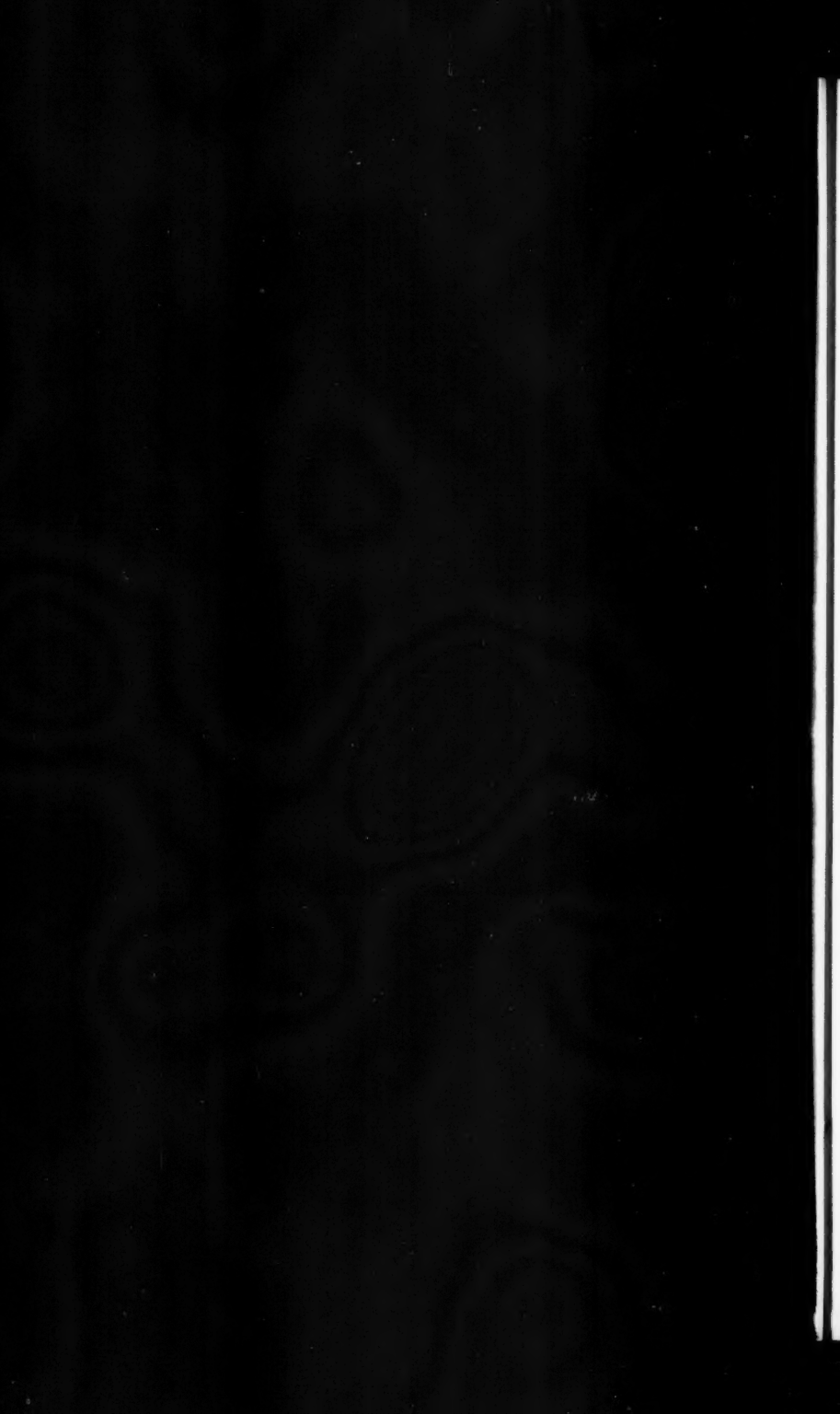
More facts could be adduced to show that the automobile has become an integral part of our national life, but enough has been said. The industry ramifies into everything and it could not be rooted out without pulling a whole lot more of our commercial fabric with it.

Advertising men realize the effect the stoppage of driving just for pleasure would have on their business. Check up the ads in any progressive publication and note the large proportion of automobile or accessories copy. Publishers would suffer severely. There are other ways out, I'm sure.

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DRUGGISTS

■ ENDORSE ■

BUTTERICK'S

MAIL ORDER

EXCLUSION

WHEN we announced the exclusion of all mail order advertising from **THE DELINEATOR**, **THE DESIGNER** and **THE WOMAN'S MAGAZINE** we expected hearty approval from dry-goods stores, in thousands of which our magazines are sold. So we were not surprised at receiving their instantaneous and vehement endorsement; but we have been very much surprised at the tremendous response received from wholesalers and retailers in other lines.

IN THE drug trade, for instance, we are being given the most active kind of support by the leading houses—not just fine words, but real spontaneous work in support of our magazines for having excluded mail order advertising.

BELOW is reproduced a letter from the Fuller-Morrisson Company of Chicago, which is a sample of many filesful of endorsements from the drug trade.



Fuller-Morrisson Company

Wholesale Druggists

340-342 West Madison Street
148-150 North Duane Street

CHICAGO April 8, 1917.

4-10-1917
CASH PAID
BY
U.S. DEPARTMENT
OF AGRICULTURE
TO
F. MORRISON
CHICAGO

The Butterick Publishing Company,
Butterick Building,
New York City.

Gentlemen:

This is in reply to your letter of March 31st. Let us say in advance that we enthusiastically approve of your policy relative to the advertising of Mail Order Houses.

We have read with great interest the circular included with your letter. It seems to us a fair and entirely conclusive statement of the case. We entirely agree with you that the supposed economy of mail order merchandising is largely fictitious. We believe that even though there might be some economy in this type of merchandising as against distribution through local dealers, that the effect on the country if the local dealers should succumb to this competition and be largely eliminated would be disastrous. We refuse to sell Mail Order Houses.

If there is anything that you think of that we can do to assist your campaign, we trust that you will let us know of it. If you wish to send us a supply of the circular referred to, we shall be glad to give it distribution among our customers.

Very truly yours,

Fuller-Morrisson Company,

President

JWM:R

HERE are some of the wholesale drug firms who have already given their endorsement and support to **THE DELINEATOR**, **THE DESIGNER** and **THE WOMAN'S MAGAZINE** in their exclusion of mail order advertising.

Wholesale Druggists

- | | |
|---|---|
| Meyer Brothers Drug Co.
St. Louis, Mo. | Faxon & Gallagher Drug Co.
Kansas City, Mo. |
| The Michigan Drug Co.
Detroit, Mich. | Newbro Drug Co.
Butte, Mont. |
| Finlay, Dicks & Co.
New Orleans, La. | Richardson Drug Co.
Omaha, Nebr. |
| Doster-Northington Drug Co.
Birmingham, Ala. | A. Perley Fitch Co.
Concord, N. H. |
| Western Wholesale Drug Co.
Los Angeles, Cal. | Nicholas V. Kroeze
Paterson, N. J. |
| Easton Dental Supply House
Easton, Pa. | Walker & Gibson
Albany, N. Y. |
| W. A. Hover & Co.
Denver, Colo. | John M. Scott & Co.
Charlotte, N. C. |
| The Sisson Drug Co.
Hartford, Conn. | Gulldford Drug Co.
Rochester, N. Y. |
| The Groover-Stewart Drug Co.
Jacksonville, Fla. | Alfred Vogeler Drug Co.
Cincinnati, Ohio |
| Columbia Drug Co.
Savannah, Ga. | Clarke, Woodward Drug Co.
Portland, Ore. |
| Barker & Wheeler Co.
Peoria, Ill. | Blanding & Blanding
Providence, R. I. |
| Mooney-Mueller-Ward Co.
Indianapolis, Ind. | Fritts & Wiehl Co.
Chattanooga, Tenn. |
| Churchill Drug Co.
Burlington, Iowa | Waco Drug Co.
Waco, Texas |
| The Southwestern Drug Co.
Wichita, Kansas | Smith-Faus Drug Co.
Salt Lake City, Utah |
| Robinson-Pettet Co.
Louisville, Ky. | Owens & Minor Drug Co.
Richmond, Va. |
| Rapides Drug Co., Ltd.
Alexandria, La. | Spokane Drug Co.
Spokane, Wash. |
| Cook, Everett & Fennell
Portland, Me. | Clarksburg Drug Co.
Clarksburg, W. Va. |
| McCormick & Co.
Baltimore, Md. | The F. Dohmen Co., Ltd.
Milwaukee, Wis. |
| Brewer & Co.
Worcester, Mass. | Langley & Michaels Co.
San Francisco, Cal. |
| Hopkins Drug Co.
Benton Harbor, Mich. | The Talcott Co.
Hartford, Conn. |

(Wholesale Druggists—Continued)

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|--|---|
| Lamar & Rankin Drug Co.
Atlanta, Ga. | The Charles W. Whittlesey Co.
New Haven, Conn. |
| Fuller-Morrison Company
Chicago, Ill. | Savoy Drug & Chemical Co.
Chicago, Ill. |
| Charles Leich & Co.
Evansville, Ind. | Hornick, Moore & Porterfield
Sioux City, Iowa |
| Des Moines Drug Co.
Des Moines, Iowa | H. & J. Brewer Co.
Springfield, Mass. |
| Carter, Carter & Meigs Co.
Boston, Mass. | St. Louis Wholesale Drug Co.
St. Louis, Mo. |
| Frederick Stearns & Co.
Detroit, Mich. | C. S. Littell & Co.
New York City |
| The McPike Drug Co.
Kansas City, | Goodwin Drug Co.
Wheeling, W. Va. |
| E. E. Bruce & Co.
Omaha, Nebr. | The Norwich Pharmacal Co.
Norwich, N. Y. |
| McMonagle & Rogers
Middletown, N. Y. | Yahr & Lange Drug Co.
Milwaukee, Wis. |
| Ahrens Brothers
Wilmington, N. C. | Apothecaries Hall Co.
Waterbury, Conn. |
| Hall-Van Gorder Co.
Cleveland, Ohio | Towns & James
Brooklyn, N. Y. |
| Huntley Drug Co.
Oregon City, Ore. | Colburn, Birks & Co.
Peoria, Ill. |
| Behrens Drug Co.
Waco, Texas | J. S. Merrell Drug Co.
St. Louis, Mo. |
| Williams-Ellis Drug Co.
Norfolk, Va. | Chas. Hubbard Son & Co.
Syracuse, N. Y. |
| The Kanawha Drug Co.
Charleston, W. Va. | Samuel Felt Drug Co.
Watertown, N. Y. |
| Milwaukee Drug Co.
Milwaukee, Wis. | C. W. Snow & Co.
Syracuse, N. Y. |
| Coffin Redington Co.
San Francisco, Cal. | The Klingmann Pharmacy
New York City |

DETAILED information with regard to our exclusion of mail order advertising as it affects any line of trade in any section of the country will be furnished on request to advertisers and agents.

Butterick - Publisher

The Delineator - The Designer
The Woman's Magazine





"Raise Your Price and Explain Afterwards"

Why One Advertiser Believes Preliminary Announcement Injudicious—In Many Fields a Plain Statement of Rising Costs May Be Well Handled by the Salesmen

SHALL necessary raises in price be announced in advance, or shall the raise be put into effect soon after decision is made by the executives of a business?

The answer cannot be made off-hand. The character of a manufacturer's business must often decide what shall be done. A raise in price may serve the interests of a manufacturer admirably as far as immediate profit is concerned, but may alienate his goodwill in the future. Consumers, and even dealers, are suspicious of constant price jumps, even though general conditions may warrant increases. The matter must therefore be gone about very carefully in order to guard the manufacturer's interests on all sides.

Those who advocate raising the price immediately after decision is made, without preliminary announcement, put up a strong argument. This side of the question is well maintained by the vice-president of a well known automobile concern who writes **PRINTERS' INK** as follows:

"When, twice recently, we increased our prices, we did not make any explanation in our advertising. When a price raise has been made necessary, we have simply inserted the revised prices in all national and newspaper advertising used *after* the price raise went into effect. We have continued our advertising on a fixed policy, selling the car on the basis of its own worth at the price quoted. We have endeavored to have our dealers and distributors follow the same tactics.

"Of course, when the individual salesman talks with a prospective purchaser, he cannot ignore the fact of the increase, as we do in

national advertising, or even in the local newspaper advertising. It becomes necessary to say something to the customer. Therefore, we have coached all of our sales representatives in explanation as to why the price raise was necessary. We have instructed them not to talk about the increase in price, but to sell the car on its merits, and if the customer introduced the subject of the increase in price, to give him a straightforward explanation and facts as to why the price raise had been made. It so happens that in the automobile industry, tremendous increases in costs of materials and labor have made a plain statement of facts very convincing.

"It has been our policy when a price raise was necessary, to issue a notice to the trade of the raise, effective as of a certain date, and all billings on and after that date will be on the basis of the new price. We have never approved of a preliminary announcement that we would raise our price two or three months in the future. It seems to me that such a procedure might suggest to the customer a subterfuge temporarily to increase business. It is also a fact that if we know to-day a price raise is necessary, it is poor business for us to continue building cars at a loss, or at no profit for several months.

"Another reason why we have not given a long-time notice of our price raise is that the trade invariably floods the manufacturer with orders which, if accepted at the old price, must be filled at the old price. This means that a price raise announced several months in advance—say, three—may not become effective for six or eight months because the manufacturer is busy filling orders accepted on the old price basis. In the automobile industry the maximum production of a plant is very well known. Our own plant, for instance, has been working at its capacity at all times, so we have made it a practice to accept no orders beyond our known capacity up to the time our price raise went into effect."

A Profit-Sharing Plan for Salesmen That Overcomes Old Abuses

How It Has Worked for a Manufacturer of Hardware

By E. P. Sanderson

THE original method of remunerating salesmen was to pay them a salary and their actual traveling expenses, when they were absent from home. Their legitimate expenses included transportation expenses and legitimate allowances for food and lodging, and history tells us that in the earlier days there were salesmen so foolishly honest that this was all the house ever paid towards their support. This method of remuneration soon grew obsolete and it then became customary to pay salesmen their salary, their transportation expenses, food and lodging, clothing for themselves and their families, if they had any, lavish entertainment for themselves and customers and all other expenses mentionable and unmentionable which the salesman considered it necessary to contract. These were usually returned monthly, in a lump sum, paid by the cashier, without the approval of anybody, until the salesman's expense book was invented, when it became customary to have these expenses approved by somebody before being paid by the cashier.

Some of the proprietors or sales managers were more proficient than others in detecting items which they did not consider legitimate, but if the salesman was returning a fair amount of business, very few questions were asked, and if items were not allowed in any case they invariably appeared in another form in the next month's expense book and were then approved. In my own early experience as a traveling salesman, I remember how difficult it was to get a winter suit and overcoat worked into two months' expenses, but by consultation with two of my friends who were more

expert in this line, the items were finally worked through, principally under the head of "entertaining of customers" and "team hire" to visit customers situated three or four miles from the station. No questions were asked.

ARCHAIC SYSTEM STILL PREVAILS

Many improvements have been made in this respect, but no one business man of this country is able to compute the many millions of dollars which have been paid to, or spent by salesmen, in pursuits entirely foreign to the business in which they are engaged, and for expenses which were never legitimately contracted in securing orders for the house for which they travel. Nevertheless, in at least 70 per cent of the business houses of to-day, this old method which sprung from nowhere, for the remuneration of salesmen by a fixed salary and expense book, is still in force, and I regret to say that in many cases, no account whatever is kept of the actual profits which are turned in by these salesmen from their customers, or of the business which they obtain, and in a great many cases no accurate account is kept of the amount of sales which result from their employment. It is accepted as a necessary evil, like the income tax, which we all growl about, but eventually pay without protest, and while practically every other item of the expense of doing business is carefully and systematically scrutinized and approved—every possible effort made to purchase merchandise at the lowest possible prices—the bookkeepers, clerks, stenographers, porters and teamsters all held down to rigid rules and absolute hours of employment—salaries carefully adjusted to the minimum point, so that the expenses will not ex-

2965

More Want Ads

Than Any TWO Other
Cleveland Papers Combined

The Plain Dealer again proves its SUPREMACY by publishing during June 48,591 separate want ads; 2,965 ads more than any two other Cleveland papers combined.

SEPARATE ADS FOR JUNE

		GAIN	LOSS
		Compared with June, 1916	
PLAIN DEALER	- - -	48,591	2,632
Cleveland's Second Newspaper			
(Evening)	- - - - -	33,645	117
Cleveland's Third Newspaper			
(Evening)	- - - - -	8,435	4,309
Cleveland's Fourth Newspaper			
(Morning)	- - - - -	11,981	3,884

The great and only reason for The Plain Dealer's remarkable SUPREMACY may be summed up in one word—RESULTS.

THE PLAIN DEALER

First Newspaper of Cleveland—Sixth City

tend beyond a certain percentage of sales—the remuneration of the salesman, and the checking of his time and expenses, in a large majority of cases, is still continued in the haphazard, happy-go-lucky manner, which was in force when the first salesman went out.

There are very many notable exceptions and in recent years some houses have paid very much more attention to this very important part of their business, which in many cases means 50 per cent of the money which they pay out for their total expense account. Better and more satisfactory results have also been obtained, but I sincerely believe that the old-fashioned remuneration of salesmen and the old-fashioned methods pertaining to his employment and his expense account, are responsible for the lack of profit, or lack of sufficient profit, which many times and in a large majority of years, affects the greater part of the merchants who are attempting to sell merchandise at a profit in this country.

Now I am not going to suggest these improved methods solely for the benefit of the stockholders, the managers or the proprietors of the business. I am an old salesman myself and have spent many years on the road selling goods in the heavy hardware line. I believe that I have seen all the pictures on the wall. I am not speaking as a theorist but as a practical man who has been through and knows the game.

THE PROFIT SHARING SYSTEM

Most of you have either read extracts, or perhaps have read the whole of the little book by Charles M. Schwab, written on the subject which lies nearest my mind—"The Profit Sharing System."

I shall only speak on the profit sharing system as a remuneration for traveling salesmen. There is a more or less complicated system used by the wholesale paper trade, based on gross profits. There is a flat commission basis used in the boot, shoe and leather trade which has many meritorious points; there is a system used in the wholesale grocery trade which

is most desirable in many respects. While I am more or less familiar with all of these systems, time will not permit me to present them to you in detail and in a short paper of this kind it would be impossible for anyone to present them to you in an understandable manner. In fact, to properly discuss any of these different methods, it would require the entire session of our annual convention. I have, therefore, decided to present to you briefly the system of remuneration used by many of the hardware trade; also by many of the wholesale dry goods trade, and incidentally by our own company. It is not perfect, and has many features which may not be applicable to territory which is covered by some of our members, but it is such a tremendous improvement over the old-fashioned, haphazard method of paying salary and traveling expenses, and is so simple and easy of adoption, and has been so satisfactorily used by large wholesale and manufacturing concerns, that it will be sufficient for me to fulfill my duty to the president in speaking on this question.

A CONCRETE SYSTEM

We divide our territory into three classes—city, suburban and country trade. The city trade is primarily that within a few miles of our office; the suburban trade covers territory within twenty-five or thirty miles of our office; the country trade is that territory beyond this point.

Our idea is that the traveling expenses of a salesman traveling in the city would be very much smaller than of a salesman traveling in the suburbs; and the expenses of a salesman traveling in the suburban territory, where he is home every night, would be very much less than that of a country salesman, who is obliged to be away for very much longer periods, and to spend his nights at hotels.

We allow our salesmen a drawing account, varying from \$40 per week to \$60 per week, and in some rare cases as high as \$75.

(Continued on page 45)

The GREATEST GAINS

In Musical Instrument Advertising of any Chicago newspaper for the first six months of 1917 over the same period last year were scored by the

The CHICAGO EVENING AMERICAN

AMERICAN gained 6895 lines

2nd Chicago paper gained	1888 lines
3rd Chicago paper gained	1506 lines
4th Chicago paper lost	5212 lines
5th Chicago paper lost	15593 lines
6th Chicago paper lost	7534 lines
7th Chicago paper lost	27697 lines

The Chicago American was the only Chicago paper to show a gain in Musical Instrument Advertising in June.

This increased use of the CHICAGO EVENING AMERICAN to advertise a particularly high grade line of merchandise is conclusive evidence that the AMERICAN is read by people who appreciate good things and can afford them.

MEMBER AUDIT BUREAU OF CIRCULATIONS

*Appreciation is an
incentive to still
better ideals.*



The reproduction of the painting referred to on opposite page was printed in four colors by the

Charles Francis Press

PRINTING CRAFTS BUILDING
461 Eighth Ave., New York

TELEPHONE 3210 GREELEY

BRANCH PLANTS
CHICAGO, ILL.
ST. LOUIS, MO.
BUFFALO, N. Y.
MILWAUKEE, WIS.
CLEVELAND, O.
TOLEDO, O.
DAYTON, O.
NEW ORLEANS, LA.
WILMINGTON, DEL.
HARRISBURG, PA.

SEVENTH OFFICE
FLAT IRON BUILDING
NEW YORK

ESTABLISHED 1878

Thos. Cusack Company

OUT-DOOR ADVERTISING

EXECUTIVE OFFICES
HARRISON AND LOUIS STREETS
CHICAGO

BRANCH PLANTS
PHILADELPHIA, PA.
INDIANAPOLIS, IND.
KANSAS CITY, MO.
ROCHESTER, N. Y.
DENVÉR, COLO.
LOUISVILLE, KY.
OMAHA, NEB.
OKLAHOMA CITY, OKLA.
LINCOLN, NEB.
ST. JOSEPH, MO.

TELEPHONE
MONROE 8800
ALL DEPARTMENTS

July
Twenty-third,
1917

Mr. J. M. Hopkins,
c/o Printers' Ink,
New York City.

Dear Mr. Hopkins:-

We are quite appreciative of your success in reproducing our spectacular painting in Printers' Ink. Clear colors, purity of tone and the general effect are all most pleasing. An advertising event is being made of this wonder bulletin and your contribution of careful printing means much to us as a firm proud of this masterpiece.

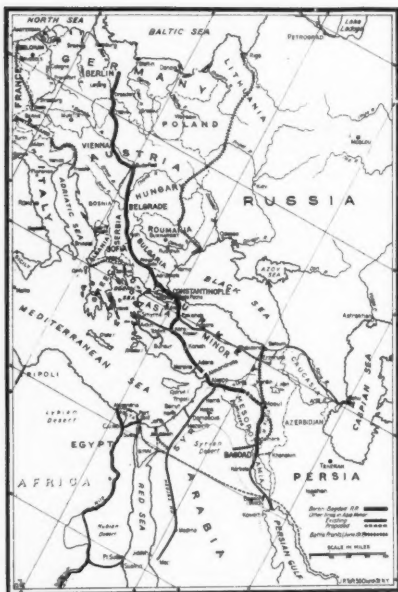
Cordially yours,

THOS. CUSACK COMPANY

M. O. Caylor
Mgr. Publicity and Promotion.

Mary Olivia C:FLD





ASIA

is the new, richly illustrated magazine about Oriental affairs. It views Far Eastern business, finance, politics, travel and social conditions from an American standpoint. With its inside knowledge of the Orient, it is of invaluable assistance to the man who already conducts his business on an international scale or hopes to widen its scope in the present favorable circumstances.

From Berlin to Bagdad

GERMANY'S ambition for Eastern Empire—an ambition which was a fundamental cause of the War and will be a tremendous factor in the peace terms—is made wonderfully clear in the August issue of *ASIA*.

An article devoted to this subject is illustrated with exceptionally interesting photographs of the Turkish army under German officers.

Also in August: An interpretation of the recent changes in Chinese Government by Frederick Moore, formerly Associated Press correspondent at Peking and now managing editor of *Asia*; and "Trade Unions in China," by Richard Washburn Child.

If you care to have a sample copy of this new magazine with a specialized appeal to an intensely interested audience, write us on your letterhead.

Send for booklet.

AMERICAN ASIATIC ASSOCIATION

280 Madison Ave.

New York

The sales and profits of each salesman are kept as accurately as possible on special order blanks written for this purpose, and in a special sales book, and it is agreed with our salesmen that the profit sharing settlement is to be based on figures as rendered by our own bookkeepers. If clerical errors or mistakes are made, either against or in favor of a salesman, one is supposed to balance the other. There is no going behind the returns as computed by us, and I presume and believe that they are accurately kept, as we have never had any difficulty with the figures presented.

Our profits are figured on the cost of goods delivered at warehouse—regulated by current market prices—without regard to actual cost, the salesmen having no benefit of speculative contracts or gain from appreciation, and losing nothing through decline in market value. All allowances, cash discounts or deductions of any kind are deducted from the gross profits. Cash discounts taken by us are not considered in cost prices.

Each month, salesmen in the strictly city section are credited with 25 per cent of their gross profits; in the suburban section with 30 per cent of their gross profits; in sections comprising some suburban and some trade slightly beyond our limit—35 per cent; all salesmen in the country trade get 40 per cent of the gross profit, which is our extreme limit.

Salesmen are permitted, if necessary, to draw against a credit balance on the books, but this we discourage so far as possible, believing it better for the salesmen to secure the extra remuneration at the end of the year in one lump sum; and with very rare exceptions, no salesman has ever drawn against his profit account, except as arranged at the beginning of the year, and it is very seldom that the drawing account is changed from year to year—each salesman recognizing the value of a lump sum at the end of the year and the thrift which is encouraged in this way.

At the end of the year, the accounts are balanced, and all uncollectible accounts charged to profit and loss and are deducted from the gross profits. Each salesman must necessarily stand his share of the loss. This in a sense may seem unfair as far as the city salesmen standing only 25 per cent of his losses, and the country salesmen 40 per cent, is concerned; but as the loss comes out of the gross profit, we have never considered it otherwise than perfectly fair to all concerned.

SALESMEN PAY OWN EXPENSES

Our salesmen are not required to keep any expenses, or to turn in any expense accounts whatsoever. They pay their own traveling expenses out of their own pockets, thus eliminating one of the most disagreeable duties of the sales manager and the cashier, in approving these accounts. It is perhaps interesting to know that some salesmen who traveled under the old method—with expense accounts of from \$1,200 to \$1,500 per year, have reduced their expenses to \$700 or \$800 when they had to pay them themselves. With very few exceptions, practically all of our salesmen receive a substantial check at the end of the year, in some cases running into thousands of dollars.

We of course require substantial results. We are in rare cases obliged to dispense with the services of salesmen who do not give attention to business, or who do not secure results which in our opinion are satisfactory, exactly as under the old system. We have taken salesmen from other houses, who were unremunerative at their previous place of employment, and almost always during their second year with our company, their profits have approximately doubled, after they have understood the system of profit sharing, and we have the most loyal and satisfied group of salesmen under this system that could possibly be described.

We have eliminated all graft, all excuses, all friction of every kind, shape and description. Every man realizes that he is

working for himself, that his remuneration depends entirely on the amount of profit which he secures, that his standing in a business way in the community depends entirely on himself. He can in no sense find fault with the salary which he is receiving, for he makes and earns it himself. He knows that every other man is working on the same system, and it is a great incentive to the younger man, the neglectful man and the lazy man to bestir himself and keep up with the leaders.

SPECIAL BONUS OFFERED

In addition to the regular stipulated profit-sharing settlement, we have in recent years adopted a plan of presenting to every salesman who reaches \$10,000 gross profits and for each \$1,000 excess over \$10,000, a substantial prize. In addition to this we have encouraged the \$7,000 and \$8,000 men to get out of their class by offering them a special prize for increasing their profits every thousand dollars. This part of the division of the profits has also been most successful and, I may perhaps add, most profitable to the company. I may also state that our business results are always considered from the point of profits and not sales, and the man who secures \$10,000 profits from \$50,000 sales is considered more valuable than the man who secures \$15,000 from \$100,000 sales.

The varying percentages, or the division of profit, the drawing account, the special remunerations, can all be changed to suit the business or the locality where any of our members are located. There is nothing whatever arbitrary in regard to this. Each concern can make these arrangements, divisions, or share of the profits, or the time of division, to suit his own special case, but the fact that you lift the salesman out of the "hired man" class, make him practically your partner, make him practically in business for himself, make him independent of the supervision and the petty annoyances of a hired man and make him a business man himself, make him realize that his profits are

limited only by his own efforts, that his traveling expenses are of no interest to you whatsoever, that selling goods at cut prices or cost prices will not get him one cent, but will be only a waste of time—all this will, in my opinion, place your selling organization on a higher plane than any other method that can be devised and is the most satisfactory, fair and businesslike method for the remuneration of traveling salesmen that has been devised up to the present time.

PRACTICAL ADVANTAGES

The Profit-Sharing System will avoid the periodical adjustment of salaries; the increase of salaries in times like the present, or the decrease of salaries in times like we have had in the past (and which will surely come in the future), the unpleasant cutting down of the salary of a man who has done well in the past, or the equally unpleasant hold-up of a man who has had a most successful year and who demands a substantial increase, which you can hardly give him on account of probable future business conditions. In most cases the annual adjustment of salaries of this kind is mutually unsatisfactory and an unsatisfied man can never do his best work.

The system will entirely eliminate the traveling expense account. Every traveling salesman will be spending his own money, instead of spending yours, and it will make no special difference to you how much he spends, so far as your part of the profit is concerned.

It will eliminate, to a great extent, the question of poor risks and the usual losses connected with same, for it is a well-known fact that all losses eventually must come out of the profits, and if each salesman is conducting his business on the profit-sharing basis, he will hesitate to sell a poor risk in order to increase his sales.

The system of profit-sharing will largely eliminate the cutting of prices, for when a salesman realizes that he is interested in the profit obtained, it will be for his

A Good Investment For Your Clients

YOU realize the value of outdoor advertising. You concede that mobilization and co-ordination of an advertiser's selling forces are essential to his success.

The National Outdoor Advertising Bureau, Inc., is proving through its agency members the efficiency and economy of co-ordinating an advertiser's Outdoor Publicity with his advertising and selling campaigns. The Bureau is demonstrating that the accrued advantage of its activities is primarily to the *advertiser*.

Therefore it is vitally to your own and to your client's interests to align yourself with this Bureau.

National Outdoor Advertising Bureau

(INCORPORATED)

Fifth Ave. Building, 200 Fifth Ave., New York

MEMBERS

George Batten Company, Inc. New York
Blackman-Ross Co. New York
Chas. Blum Adv. Corporation—Philadelphia
Calkins & Holden, Inc. New York
Corman, Cheltenham Co., Inc.
The Erickson Co. New York
The Richard A. Foley Advertising
Agency Philadelphia
Fuller & Smith. Cleveland
Hoyt's Service, Inc. New York
Martin V. Kelley Co. New York
Phillip Kobbé Co., Inc. New York
H. E. Lesan Adv. Agency, Inc.
Lyndon & Hanford Co.,
..... Rochester, N. Y.

C. Henry Mason. Rochester, N. Y.
H. K. McCann Co. New York
Eugene McGuckin Co. Philadelphia
Charles F. W. Nichols Co. Chicago
Nichols-Finn Co. Chicago
Frank Presbrey Co. New York
H. E. Reisman Adv. Agency
..... Chicago
Frank Seaman, Inc. New York
Sherman & Bryan, Inc. New York
Stewart-Davis Adv. Agency
..... Chicago
Taylor-Critchfield-Clague Co.
..... Chicago
J. Walter Thompson Co.,
..... New York
The Van Cleave Co. New York



WHITE MOUNTAIN ENAMEL for that

Autumn Catalogue

A GLANCE across the sheet held slantwise to the light will discover its uniform smoothness. The undeviating accuracy of your make-ready will reveal the uniformity of its thickness. The close registry of your color cuts will prove that White Mountain Enamel is uniformly workable. The clearness with which it registers every detail of your most delicate half-tones will be the final demonstration of its uniform effectiveness.

We shall be pleased to submit dummies and samples of half-tone printing done on White Mountain. Your printer will quote prices.

THE WHITAKER PAPER CO.
CINCINNATI, OHIO

BIRMINGHAM DETROIT ATLANTA

BAY STATE DIVISION—BOSTON
SMITH, DIXON DIVISION—BALTIMORE

New York Office
Astor Trust Bldg.

Chicago Office
208 S. La Salle St.



interest to obtain the regular market prices on all commodities.

The plan will increase to a tremendous extent the sale of profitable goods, or the classes of goods which pay a larger profit than staples, for when a salesman realizes that his remuneration depends on the profit he receives, he will push that class of goods and he will invariably secure the legitimate price at which these goods are to be sold.

It will largely eliminate the many days that salesmen spend at the hotel with a headache after the night before. It will undoubtedly decrease the receipts of the baseball magnate, and many more fish will be allowed to live in the different streams throughout the country, for the salesmen will realize that their remuneration depends on the Profit-Sharing System and the more days they work, the more goods they will sell and the larger their share of the profits will be.

It will result in more calls and less customers neglected in the territory, and a more careful canvass of the territory which any salesman covers.

By a careful adjustment of the profits, and a substantial remuneration for large profits at the end of the year, you will be surprised to find how many salesmen who are now turning in gross profits of \$5,000, \$6,000 or \$7,000 will become \$10,000, \$15,000 or \$20,000 men. Men of ability, but with lazy habits and many excuses for not working, under the Profit-Sharing System will become *big men* in the business. The smaller and less capable salesman will under the plan and the example set by his fellow salesmen, often turn in double the profits which would result under the old system of remuneration.

Auto Publication Appoints Eastern Manager

Harry A. Johnston has been appointed Eastern advertising manager of the *American Garage and Auto Dealer*, with headquarters in New York. In the past he has been identified with various trade papers, magazines and advertising agencies.

Why Customers Switch from Store to Store

The average storeman doesn't have to be shown that the reason why one store gets the customers and the other doesn't lies in the difference in service rendered, says *Woman's Wear*. Some buyers who are so involved in fractional differences in merchandise values perhaps do not appreciate the tremendous importance of service to the customer—but the following table which is printed in the house organ of a Middle West store shows that of 198 reasons advanced by consumers for changing their buying channels, only one reason has to do with merchandise, while all the others deal with some branch of store service or policy.

The figures were obtained, says the house organ, by an "expert" who wanted to know why people stopped buying at one store and went to another. He wrote letters to a number of people, including both sexes, asking why they changed stores and received 198 replies. These were tabulated and the answers ranged in this order:

Indifference of salespeople.....	47
Attempts at substitution.....	24
Errors	18
Tricky methods.....	18
Slow deliveries.....	17
Over-insistence of salespeople.....	16
Insolence of salespeople.....	16
Unnecessary delays in service.....	13
Tactless business policies.....	11
Bad arrangement of store.....	9
Ignorance of salespeople concerning goods	6
Refusal to exchange purchases.....	4
Poor quality of goods.....	1

Announce "Society" Brand Military Uniforms

To enable their local dealers to meet the call for military uniforms, Alfred Decker & Cohn, of Chicago, makers of "Society" brand clothing, are announcing to the trade the opening of a special department where uniforms will be carried in stock sizes or made to individual measurements.

Advertise New Auto Headlight Device

"Fractors," a new device for adjusting the rays of automobile lamps, is being advertised in weekly magazines by the Crew-Levick Company of Philadelphia, maker of automobile lubricants and specialties. The slogan, "The Light but Within the Law," is featured in the advertising.

Big Garden Crop Increase

According to Washington news reports the agitation for increased garden production has resulted in extra garden crops to the value of \$350,000,000. The increased area thus under cultivation is said to be 1,150,000 acres.

Modest Dish Washer Campaign Reveals Market Possibilities

Home Helps Manufacturing Corporation Sets Out to Change the Housewife's Habits Through Advertising

IT is interesting—and profitable—sometimes to look into an advertising campaign before it has been running long enough to have a past. Too often it is the early days of a campaign that form the make-or-break period wherein the incredulous are apt to demand too much, and to throw up the sponge with a spiritless “I-told-you-so-it-doesn't-pay.” Therefore the writer was interested to find in the Home Helps dish washer the use of advertising to feel and uncover the way cautiously into foreseen and unforeseen markets.

The article is one that washes dishes with two sprays drawn through a mechanical contrivance attached to a water faucet by a flexible tube. The little machine has a handle, and the stream from the faucet is propelled through a minute hole against a piece of soap in a bell-shaped metal container, whence it is sprayed out in the form of suds through a stiff brush against the surface of the dish. When the operator wants to rinse the dish, she presses a spring which directs the spray to another nozzle on the side, where no soap is reached. The dishes are then left to drain in a rack that is sold with the device.

This article was patented about two years ago, but the inventor worked on it some time before he attempted to market it, having it tried out in a number of private houses for defects that might need correcting.

Last fall a newspaper that makes a feature of trying out and recommending—or rejecting—household articles published an article about the little device, and this was followed by further comments in magazines that conduct such departments, and other newspapers. This was the first publicity the dish washer received, and it has since been followed by

advertising in newspaper rotogravure sections, a number of women's magazines, and a trade paper.

L. W. Serrell, its inventor and marketer, found that, prior to the advertising and the attention it aroused, he could not have sold his product at all through the trade. The latter simply would not handle it. So he has been advertising it by mail with a straight money-back guarantee as a basis for getting the attention of the public and thereby eventually arousing dealer interest.

“We are going slow,” he explained, “as you can't revolutionize a woman's housekeeping methods over night.”

This, indeed, is said to be one of the principal snags in the way of other advertising, such as the educational coffee campaign; much has been attempted in the way of trying to get the housewife to make her coffee according to methods that insure her getting the best coffee for the amount used—but the average woman won't be told how to make coffee any other than in the way she has been accustomed.

BUYERS CAN'T LOSE

For this reason the advertising for the dish washer plays up the return guarantee. Yet returns only average about six per cent. And it has been producing interesting results. The writer saw, for example, a letter from the manager of a big housekeeping apartment house in Chicago saying that he had seen the washer advertised and thought strongly of installing it as a feature throughout the some 184 apartments in his building. It was not so long ago when the individual telephone was an innovation. The Hotel Manhattan in New York is said to have been the first to place



The Big Step

Never in its thirty-two years' history has any policy of The Ladies' World met with so immediate and complete endorsement as has that regarding its improvement and enlargement together with change in size, effective with the February, 1918, issue.

The exceptional value available in the remaining issues of this year, through each having a VERY BIG EXCESS CIRCULATION, has also met with material recognition from old, as well as new advertisers.

October is the next "BARGAIN BUY" number. Still time to catch it.

Line rate \$2.50—full page (800 lines) \$1700—quarter page \$450.

Rates based on guaranteed average of 500,000 copies, but this issue will have a net sale of, approximately, 660,000 copies.

THE McCLURE PUBLICATIONS, Inc.

PUBLISHERS,

THE LADIES' WORLD

McCLURE'S MAGAZINE

separate telephones in its rooms. According to Mr. Serrell, the man who first got an apartment house to put in individual telephones for every apartment had to work on the business for six months. When the building was finished this feature was emphasized on a big sign on the building, and from then on the sledding, in respect to other apartment houses, was easier.

My Wife Says

My wife says that Dish Washing has been made easy, and you will say the same when you know she uses neither Dish Pan nor Towel and does not ruin the velvety feeling of her hands with dirty, greasy dish water. She uses the

HOME HELPS DISH WASHER

This remarkable device makes its own soap suds which flow through the scrubbing brush, thoroughly removing the grease from the dishes. The dishes are then rinsed clean with clear water by just pressing a button, and dry in the Dish Dryer which we furnish without wiping. The Home Helps Dish Washer is simple, well-made and lasting, absolutely sanitary because self-cleaning.

Further information on request or send \$5.00 (five dollars) for complete outfit. **NO REFUND** if not thoroughly satisfied after one week's trial.

\$5 COMPLETE including the Dish Washer, the Faucet Connection, the Dish Dryer, and One Box of Soap.

HOME HELPS MANUFACTURING CORP.
29 Broadway, Dept. G
New York, N. Y.
Seals of Approval

MADE IN U.S.A.
MADE IN U.S.A.
MADE IN U.S.A.

HOW DISH WASHER IS BEING ADVERTISED

This, then, opened up big unit sale possibilities. And institutions offer another market which the advertising has uncovered. Doctors and nurses have answered the advertising and are using the device for cleaning instruments, sick-room utensils, etc. After they have had the article a while, the company has been writing to learn what experience they have had,

and what they might have to say about the product. Their answers, where they have answered, are full of good talking points and advertising copy. One woman, head of an institution, said that she approved it because it eliminates the unsanitary dish towel, and that she had never been sure that her maids were careful about changing waters in which dishes or utensils were washed.

Another woman remarked that at first she had found the contrivance a little awkward, but after a few trials had become used to it. Capital is made of this in the advertising copy by stating that the new user may possibly have this experience, but will quickly get the knack of it.

Many instances have come to the company's attention of one woman—or man—sending another customer. To carry this further the house has prepared a little folder aimed to induce an owner to send the names of others who might be interested or actually to make a sale.

While any soap may be used in the washer, the company sells a specially shaped cake to fit the device. This it sells, twenty-four cakes for a dollar. Eighteen cakes of the soap are offered to each customer who refers to the company a prospect who is turned into a sale. If the customer actually makes the sale, then she or he gets a dollar's worth of soap.

The advertising has been running now long enough to have produced results on which to predicate a good market. It has, among other things, produced inquiries from dealers, and fifty per cent of all these inquirers have taken stock. Now the company is planning an active dealer campaign, with some dealer helps, using as its basis for selling the information it has obtained, the market possibilities it has discovered, and the actual sales it has made, through its advertising. This will, of course, continue.

E. C. Wolf With "Collier's"

E. C. Wolf, formerly with the Curtis Publishing Company, has joined the staff of *Collier's Weekly*.

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Direct Advertising

is something that cannot be adequately explained in many times this space. Its make-up is both large or small enough to be applied to any business which is really interested in lowering the cost to sell. Use direct advertising instead of just printed matter. The ultimate cost is the same. Our services are both creative and productive. Get in touch with us—no obligation is involved.

ARROW PRESS

INCORPORATED

"Salesmanship in Print"

320 WEST 39TH STREET
NEW YORK CITY
TELEPHONES: GREELEY 329, 330, 331

Father Knickerbocker

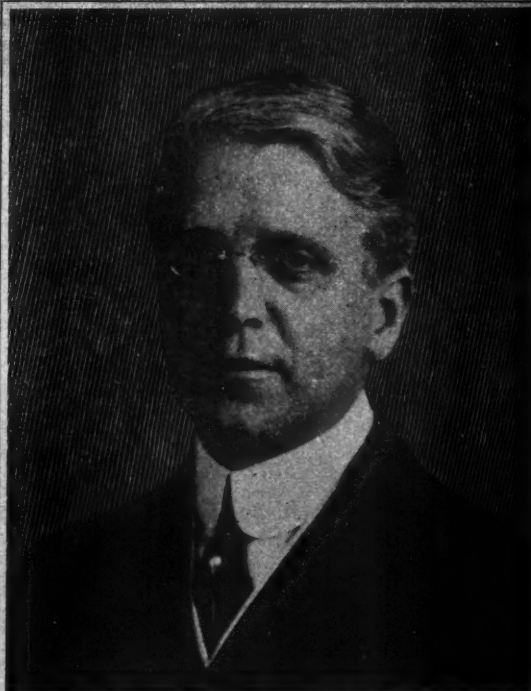
leaves absolutely no doubt as to his favorite newspaper.

Out of every four people who buy a New York morning paper, one invariably selects the American, while the other three divide among five other papers.

The New York American has long had the largest Sunday circulation in the United States; now the *daily* American—with a phenomenal gain of 100,000 new buyers in a single year—comes into leadership with the largest morning circulation in New York.

To cover New York to-day, the New York American should head your list!

CHARACTER QUALITY ENTERPRISE
ACCURACY
New York American
THE AMERICAN PEOPLE'S
PAPER FOR THE AMERICAN PEOPLE



BUILDERS *of* AMERICAN BUSINESS

J. N. WILLYS, PRESIDENT OF
THE WILLYS-OVERLAND COMPANY

"I read **SYSTEM** regularly and find in it many
ideas that I can use."

J. N. Willys

NUMBER CIV in the series of portraits of readers of **SYSTEM**



A Trade Catalogue That Educates the Dealer

Accessory Jobber in Automobile Field Makes a Salesman of His 200-Page Catalogue

By C. C. Casey

THE word "catalogue" is a much abused word. It is made to describe every kind of printed matter from a 3x5 envelope stuffer price list, or stuffer which doesn't give even prices, to the gigantic merchandise book, with thickness measured in "inches" instead of pages.

There is much difference of opinion as to what constitutes a catalogue, or what should go into it, or what kind of paper should be used, or whether it should be loose leaf or bound and fastened with unbreakable rivets.

But according to E. A. Bowman—head of E. A. Bowman & Co., jobbers of automobile accessories—a catalogue is not a catalogue unless it is every inch a salesman, whatever else it may be.

Bowman may be wrong, but he has built a business of half a million a year in a surprisingly short time, even for the automobile industry, by using the ideas he advocates. And he doesn't care a rap whether you adopt his ideas or not; if you are an accessory jobber or have ambitions to be one, he would rather you wouldn't.

The catalogue, the governing spirit in the production of which was Mr. Bowman himself, carries out this idea of making the book a salesman.

Showing a picture of an article of merchandise and assuming that the accessory dealer—and this applies to any other kind of dealer with equal force—knows the merits and the talking points of the article, is merely gambling with ink and paper, according to Mr. Bowman's idea; and for the purposes of this article it may be as well to assume that he is right and to give the idea in full for whatever it is worth to catalogue makers, particularly advertising men, in other industries. He

doesn't care, anyway, who disagrees with him, so long as the fruit continues to grow on his catalogue tree.

Starting on the inside front cover, the Bowman company begins to give reasons for the use of the accessories catalogued, just as if the dealer were going to be the ultimate user. With the exception of such minor repair parts, as bolts and shapes, springs, etc., every item is described much as it would be if the catalogue were going to prospective purchasers instead of to dealers, though it is purely a dealer catalogue. And in fact, even under the heading of the pages of tiny standard "Ford" repair parts, is a sales talk.

A SALES TALK FOR FORD "PARTS"

"Here," says the introduction, "are several pages of repair parts of a type that frequently become worn or are lost off the car. . . . We are in position to furnish these various items, made of the very best material, accurately machined and interchangeable with whatever part that is to be replaced. . . . Bushings and bearings are made of high-grade bearing bronze that stand the wear. *Now note our low prices.*"

The dealer who reads this catalogue may have other accessory booklets also showing these same repair parts. If, however, he finds in the Bowman list selling points like those mentioned: "high-grade material," "accurately machined," "interchangeable — no fitting," "high-grade bearing bronze that will stand the wear," etc., the prices will not need to be much lower for him to decide where he will buy his repair parts.

In a recent issue of **PRINTERS' INK**, a big department store executive explains that supply-house co-operation which gives the re-

tailer "ideas" for use in his sales, is a very important factor in getting a dealer's business.

After all, merchandise is mostly "ideas," and the seller who can produce the most ideas, and the best ideas, can expect the most co-operation. The Bowman catalogue has had this in mind all the way through. Mr. Bowman had previously built up a lively retail accessory business by aggressive ingenuity, and he knows the retail end of the industry from sources of supply down to the much sifted profit. This knowledge of the retail business is reflected in the plan of the catalogue, giving "ideas" everywhere.

"In catering to the wants of Overland owners," says a little selling idea under a listing of "felt washers for Overlands," "you are catering to an increasing demand from owners of this popular car. Be sure to include some Overland felt washers in your next order."

SUGGESTIVE OF FREQUENT SALES

The listing, in this instance, gives the dealer an idea—go after the big *classes* of car users. The individual items thus listed are of comparatively small importance. They are but a means to an end. The dealer gets the idea that by going after the different big classes of car users and giving them the little things it is hard for them to find elsewhere, they are brought into the store and subjected to the selling power of the whole store display.

The value of the idea to the average dealer may be better understood when it is explained that the accessory business as a business has been built mostly around one machine—the Ford—and is comparatively new. More accessories are sold for use on the Ford, probably, than for all other machines put together, principally for the reason that the large production of the Ford and its wide use has encouraged the manufacture of much special—to use the Ford company definition—"useless junk" for use on Ford cars, though not many of the accessories which get into dealers' stock deserve any such condemnation.

The extensiveness of these articles and their great variety of uses has made Ford accessories a business by themselves. The comparatively small appeal of "special" accessories for users of other machines, makes it highly desirable for the dealer to have some method of pulling them to the store for such necessities as gasoline, tires, etc., and the hundreds of items that can be used with any car, like heaters, tire pumps, lifting jacks, lamps, robes, and even "overalls," for the accessory dealer has had to get into the "clothing business" to take care of the needs of automobile owners.

In every page of the Bowman catalogue are selling talks similar to those quoted. The dealer is not required to know anything at all about any given accessory, except certain very simple parts, for he can get from the descriptions all of the sales talk he needs to make sales of each item.

As an instance, note this condensed sales talk on a small exhaust deflector, selling at about 25 cents:

"A deflector will put the grease, smoke and dirt on the ground instead of on the car. Spare tires can't be carried on rear of Ford without being ruined by exhaust unless deflector is used."

Note that here not only is a concise statement of what the device will do—put the grease, smoke and dirt where it belongs—but also a statement of the necessity for the device on half the cars that run.

WORKING LIKE A SALESMAN

The catalogue shows an average of probably a dozen items to a page, and has nearly 200 pages, but in every instance almost, each item is given individual treatment, with its own sales talk, and its own selling points. Much of the manufacturer's own material has been used in this jobber's catalogue, though much of it has been revised and shortened to bring out the big sales feature.

If a dealer desires to put his best salesman out filling gasoline tanks on the curb—so that he may give not only a service which pleases but so that he also may

As the national advertising agency specializes on making display space in publications pay higher returns" so the Robert Smith Company specializes on aiding its clients make their sales literature accomplish greater results for the money invested. " " "

Our service is both advisory and creative, with a printing plant of specialized equipment for the production of all forms of Direct Advertising. " " "

ROBERT SMITH COMPANY
EFFECTIVE DIRECT
ADVERTISING SERVICE
LANSING MICHIGAN

*Awarded the Acorn Trophy
for the Most Effective
Direct Advertising
Campaign*



A Real Magazine Read by Real Men



THE men who belong to and are interested in the Y. M. C. A. number over 700,000—responsible, worth-while citizens.

Walk into any Y. M. C. A., especially the larger ones where hundreds of young men live, and note the calibre of these athletic, clean-living, clear-thinking, *well-dressed* Americans. Look up the big men in the town who are *actively* interested in the organization's welfare. And then remember that these men read Association Men regularly.

They read Association Men because it contains exactly what they *want* to read. And beginning with the September, 1917, issue more men will read it oftener each month because it will contain *more* of the things they want to read.

Also the size will change to the popular flat-opening style measuring $8\frac{1}{4}$ inches x $11\frac{1}{4}$ inches, giving a 7 x 10-inch advertising page. After August 12th, the closing date for the first new-size issue, the rate will rightly advance to 40 cents a line, \$168 a page.

But advertising contracts for space to be used up to and including August, 1918, can be placed up to August 12, 1917, *at the old rate of \$100 a page, \$55 a half page.* This is your opportunity to use large-size space at small-size rate. What have you to offer to the readers of

ASSOCIATION MEN

A. P. OPDYKE
JAMES I. PECK

Advertising Manager
Eastern Representative

124 East 28th Street, New York

HARLEY L. WARD, 19 S. LaSalle Street, Chicago

put his eye on every possible need each car has—he wants that salesman to know the talking points of each item.

It is not sufficient for the "gasoline salesman" merely to suggest to the car owner that a gasoline gauge would be a handy trick, but also he must know, if he hopes to make many sales, the selling points of gasoline gauges. The salesman may create scores of orders and pick up many dollars for this one simple item each day by being alive and knowing the strong points.

"How much to-day?" he may ask, casually and apparently with no purpose other than to know how much the customer wants, but really with the purpose to convict the car owner of *not knowing* how much gasoline is in his tank. "Don't know; just fill her up," is apt to be the answer in most instances, which lays open the field for a selling talk on gasoline gauges that will enable the car owner to know at any time just how much gasoline he has. The sales talk is in the catalogue.

Or, while a colored porter fills the tank, the salesman may be inside the "glass front," sizing up the tires, the "attachments," etc., which the car owner has already put on, and the car owner himself. If an opening suggests itself he may stroll out to the curb and ask another friendly, simple question, just as harmless-sounding as "how much gasoline," but with a deeper purpose leading up to interesting the car owner in a new top or a new set of tires or a nifty radiator hood, or running board mats, or a car heater, or wire wheels, or any one of hundreds of things he may see an opening for the sale of—all providing he knows the talking points of the many lines in stock or which can be obtained quickly when sold.

The purpose of the catalogue, as Mr. Bowman sees it, is to put into the dealer's thought the main selling ideas of each item listed, so that he can see these uses; literally these markets.

All live dealers—and most dealers are live from a selling point of view—are looking for new

lines to push and new ways of pulling trade into a store.

Where most dealers fall down is not in the desire to make sales, nor to sell a given item, but in *knowing how* to sell each item. In the accessory business, for instance, more than a thousand separate lines now are on the market. Probably half of these can be used by any car owner, and the other half are special for the Ford only.

It is no small course of education for a dealer to learn how to sell each of those thousand items. He may himself be sold on a thing, and be convinced that every car owner ought to have one or a gross, but unless he knows *why* well enough to be able to convince the car owner, he is not apt even to try very hard to sell it. If he tries a few times and falls down, he may pass up the line as hard to sell and forget everything but his loss on it.

There also is a slowing-up element in the *variety* of lines for a given purpose, like tire pumps, lifting-jacks, etc. Not knowing which is best, the dealer is apt not to *push* any.

Nearly all, or at least a considerable part, of the alleged "slowness" on the part of dealers in selling different lines is due to this lack of information.

ENABLES DEALER TO LEARN ABOUT MANY LINES

A manufacturer will sell a dealer a thousand "tape-moisteners"—as was recently done in the case of a Detroit office-equipment store by a manufacturer—and then expect the dealer to sit up nights learning how to sell it. The dealer knows how to sell it—cut the price to half and pile them in his window; though he never does this till he loses confidence in the line.

Merely sending such a dealer a hundred-page book giving selling points of the goods, won't do the trick, for the hundred-page book, taking a whole day to digest thoroughly, and written in such a leisurely style that he can't pry or

squeeze or tear anything out of it in the few minutes he can afford to give it, is exactly the same as no sales talk at all.

The catalogue, on the other hand, can condense the selling talk on each item to a few sentences or a few paragraphs, so that the dealer can get the gist of the arguments and the selling ideas quickly and inexpensively. The net result is that he knows the main talking points of hundreds of items and can call up the best points of each item on the instant.

The idea, as used by the Bowman people, is to assume that the dealer knows nothing about each item, even when it has been advertised several times around the world, and to give him in the listing of every item the principal selling points, the main uses, the reasons why and where it will sell, etc.

For, after all, what is the dealer but a purchasing agent for his community in his particular line? He gets his "wages" by buying well. If he buys things his "boss" (the trade) doesn't wish, then he loses, and the manufacturer who sells it to him is apt to lose also, through price-cutting and "dumping." He must know how to make his trade see the goods as *he* sees them.

Another important point not lost sight of by the Bowman people is that most any catalogue is apt to contain hundreds of items, or at least scores of items, not actually in the dealer's stock.

A car owner may come in some day and inquire for, say, "The Eugene" gasoline gauge. The dealer, we will say, never heard of this particular gauge, or at least has forgotten that he ever did, but instead of turning the customer away, or trying to sell him something else, he goes to his catalogue.

Yes, sure enough, here it is, "The Eugene Gauge." He shows the customer the illustration, reads the description and selling talk to him, explains, if need be, what that means, how it works, what it will do and the price.

Possibly he scratches his head and comments favorably on this ingenious device and declares: "Somehow we have missed that! We surely ought to have some of those! If you will stop tomorrow as you pass we'll have it for you."

Suppose that listing had been just a "price-list" listing, with a few technical descriptive phrases at most. The sale would have been harder and might have been lost, but right there in the listing, in a paragraph or two, was the whole selling talk, or all that was really needed to cover the important features.

It is important, though, very important, and must not be overlooked, that these selling talks in the catalogue must be brief and straight to the point. The dealer must be able to get the gist of the whole matter in a few seconds. He cannot in the presence of a customer, or any other time, read a whole page to get at the meat of the proposition. They must, rather, be suggestive, and written for the dealer; they must apply each particular device to the dealer's own general knowledge of such devices, or his general knowledge of the problems each item is designed to solve.

Oppose Advertising Selling Price of Footwear Accessories

Retail shoe dealers of Cincinnati recently sent a telegram to be read at the convention of shoe finders in Milwaukee, to this effect:

"At a meeting of the Retail Shoe Selling Group of the Cincinnati Chamber of Commerce, the following resolution was adopted:

"WHEREAS: The advertised retail price of an article of any kind, such as rubber heels, shoe findings, arch props, and polishes, is a great menace to our interests, and

WHEREAS: We believe it is the purpose and intent of your organization to carefully guard the best interests of the retail shoe selling business of America, therefore be it

"RESOLVED: That the Retail Shoe Selling Group of the Cincinnati Chamber of Commerce go on record as soliciting the co-operation of the National Leather and Shoe Finders' Association in the elimination of this phase of lost motion in the retail shoe selling business of America."

Let's go after LOUISIANA

Call for the sales sheets and check up **LOUISIANA!** Big things are happening down here at such a rapid rate, that unless you have an August, 1917, view of the Opportunity, under-estimation is certain. At present prices, **LOUISIANA** will furnish this year:

\$55,000,000	in Sugar.
35,000,000	in Corn.
30,000,000	in Cotton.
20,000,000	in Rice.
14,360,000	in Other Crops.
25,000,000	in Oils and Minerals.
80,000,000	in Lumber.
140,000,000	in Manufactured Products.

Little wonder that things are thriving in **NEW ORLEANS**; especially when to this giant income is added the rapidly increasing revenue from our sister state—Mississippi.

THE NEW ORLEANS ITEM

with its daily net paid sales in excess of 55,000; and its Sunday net paid sales in excess of 70,000 (see A. B. C. reports) will not alone carry your message at the lowest rate per thousand to this great buying force, but its **SALES PROMOTION DEPARTMENT** will gladly co-operate with your sales organization in securing for your product a distribution that assures permanent success.

Don't think of the Louisiana of yesterday—
get Today's F-A-C-T-S; including the
FACTS about the newspaper situation.

THE JOHN BUDD COMPANY

New York

Chicago

St. Louis

Mr. Advertiser:-

When our solicitor calls on you ask

Does your car card advertising *all* represent space?

Do you advertise anything free that your people

Do you think it fair to advertise free a product in
product that pays for its advertising space?

Do you let some other advertising company purchase
in exchange for free space in the other advertising
for your own private enterprises?

Does your car space policy mean equal treatment for
dollar's worth of service for a dollar?

Or does it mean that you charge one man a dollar
some one else may have space for fifty cents?

Does your medium mean a fair field with no

Our solicitor's answers to these questions will
with an eye to making money and who is for

Send today for our rates and booklet

"BROADWAY (Manhattan) and the

Broadway Subway and Home Boro

Telephone 6311 Cortlandt

you ask him these questions: —

sent space actually paid for? —

ur people are interested in? —

product in competition with a
space? —

ny put cards in your cars free
r advertising company's media —

atment for all with at least a
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n a dollar and a half so that
ty cents? —

with no favor? —

estions will satisfy the "Keen Brained" advertiser
who is for the *square deal* in Car Advertising—

and booklet of facts and figures, entitled:

and the CITY OF HOMES (*Brooklyn*)"

e Borroughs Car Advertising Co., Inc.

31 Nassau Street, New York





Subscription Growth Makes Rate Increase Necessary

After October 5th the rate for advertising in EXTENSION MAGAZINE will be \$1.00 per agate line.

All non-cancellable orders accompanied with schedule received before October 5th, 1917, for space up to and including the October, 1918, issue, will be accepted at the old rate of 75 cents per agate line.

The new rate is based on a guaranteed circulation in excess of 200,000 copies monthly.

Extension Magazine

The World's Greatest Catholic National Monthly

F. W. HARVEY, Jr. LEE & WILLIAMSON JAMES K. BOYD
General Manager Eastern Representative Advertising Manager

GENERAL OFFICES

223 West Jackson Boulevard - - - Chicago, Illinois
Eastern Advertising Offices: Flatiron Bldg., N. Y. City, N. Y.

EXTENSION MAGAZINE CIRCULATION & ADVERTISING RATES	
FORMERLY 150,000	NOW 200,000
PRESENT RATE \$.75 PER LINE	NEW RATE \$1.00 PER LINE
MEMBER AUDIT BUREAU OF CIRCULATION	

Recreation of U.S. Army Means Opportunity for Advertisers

Provisions Being Made for Soldiers' and Sailors' Recreation and Amusement Call for Wide Range of Material

"SIX MILLION dollars and more to be spent, as a starter, for recreational facilities for the Sammies." This flash from Washington is calculated to convince sundry specialty advertisers that there may be something in the logic of the optimists who argue that there is a silver lining to every cloud if you can only turn it. It signifies, too, that no advertiser can safely say that the war or war conditions has closed the door on his product.

Ever since the United States entered the war a rather numerous group of national advertisers have been fighting to prevent their respective products from being relegated to the category of "luxuries" and consequently regarded as dispensables by a considerable share of the consuming public. Manufacturers of automobiles, musical instruments, sporting goods, games, etc., have all had to face such stigmatization. Now, with no more trouble than is involved in seizing a ready-made opportunity they find themselves in a position to grab off a comfortable slice of Government business and, better yet, to call the attention of the public to the fact that Uncle Sam has in effect designated their wares as "war necessities."

This particular form of war demand, be it added, is not merely possible business or prospective business, but a trade movement that has come into existence full-fledged, so to speak. Recreational centers fully equipped with all manner of entertainment utilities are already in commission at the camp of Gen. Pershing's force in France. One of the first American freighters that fell a victim to a U-boat since the declaration of war carried down with it an outfit of baseball equipment for which American "fans" had raised thousands of dollars by means of sub-

scriptions of twenty-five cents each. And at this writing another fund from the same source is all but filled for the purpose of replacing the missing paraphernalia of the diamond.

The Y. M. C. A. has raised \$4,000,000, and the Knights of Columbus have pledged \$1,000,000 to be expended upon a recreational programme for our warriors. Here is the real meat of the amusement programme in so far as it touches advertisers. The initial appropriation is big enough, to be sure, to attract attention, but in the background is a very definite intimation that it is but the first payment on a continuing contract that will remain in force as long as the war continues and involve formidable "extras" as the number of American men under arms increases.

HOW PURCHASES WILL BE MADE

In order to prevent confusion and duplication, the Government has decided that the installation of all recreational utilities at the training camps, etc., shall be in the hands of the above-mentioned national organizations, the Y. M. C. A. acting in a non-denominational capacity and the Knights of Columbus giving special attention to the entertainment of men of Roman Catholic faith, of whom it is estimated that there will be 30 to 40 per cent in the new army.

Exercising general supervision over the far-flung recreational project is a Federal body known as the U. S. Commission on Training Camp Activities, a branch of the War Department, of which Raymond Fosdick is head and which has offices at Washington, but, for the most part, this commission has delegated the actual work in the field to the two agencies mentioned. To be sure, the commission will, on its own responsibility, erect at each training

camp an auditorium capable of seating 5,000 men, and will outfit it with a piano, moving-picture machine, etc., but for the most part the purchase of amusement devices will be in the hands of the executives of the Y. M. C. A. and the K. of C. One exception, if we account it such, will be found in the purchase of books. Expenditures for popular fiction, etc., will be in the hands of the national library association that has undertaken to install a complete up-to-date library at each training camp.

In order to get a bird's-eye view of the market, the reader of *PRINTERS' INK* may wish to catalogue the centers of martial activity that are henceforth to rank in this country as outlets for large quantities of merchandise. There are in the making—to be ready for occupancy by October 1—sixteen cantonments for the new National Army, permanent military cities the frame buildings in each of which will house from 10,000 to 60,000 soldiers, according to the scope of the cantonment, and which will be occupied by new drafts as fast as vacated by the soldiers whose preliminary training has been concluded. Sixteen concentration camps for the National Guard make up another class of new communities, and the creation of thirteen officers' training camps may inspire visions on the part of those business men who had opportunity within the past few years to sense the aggregate consumptive capacity of the young men who assembled each summer at Plattsburg. Several monster naval training stations are not to be ignored, nor the new aviation centers, nor yet the several big training camps of the U. S. Marine Corps.

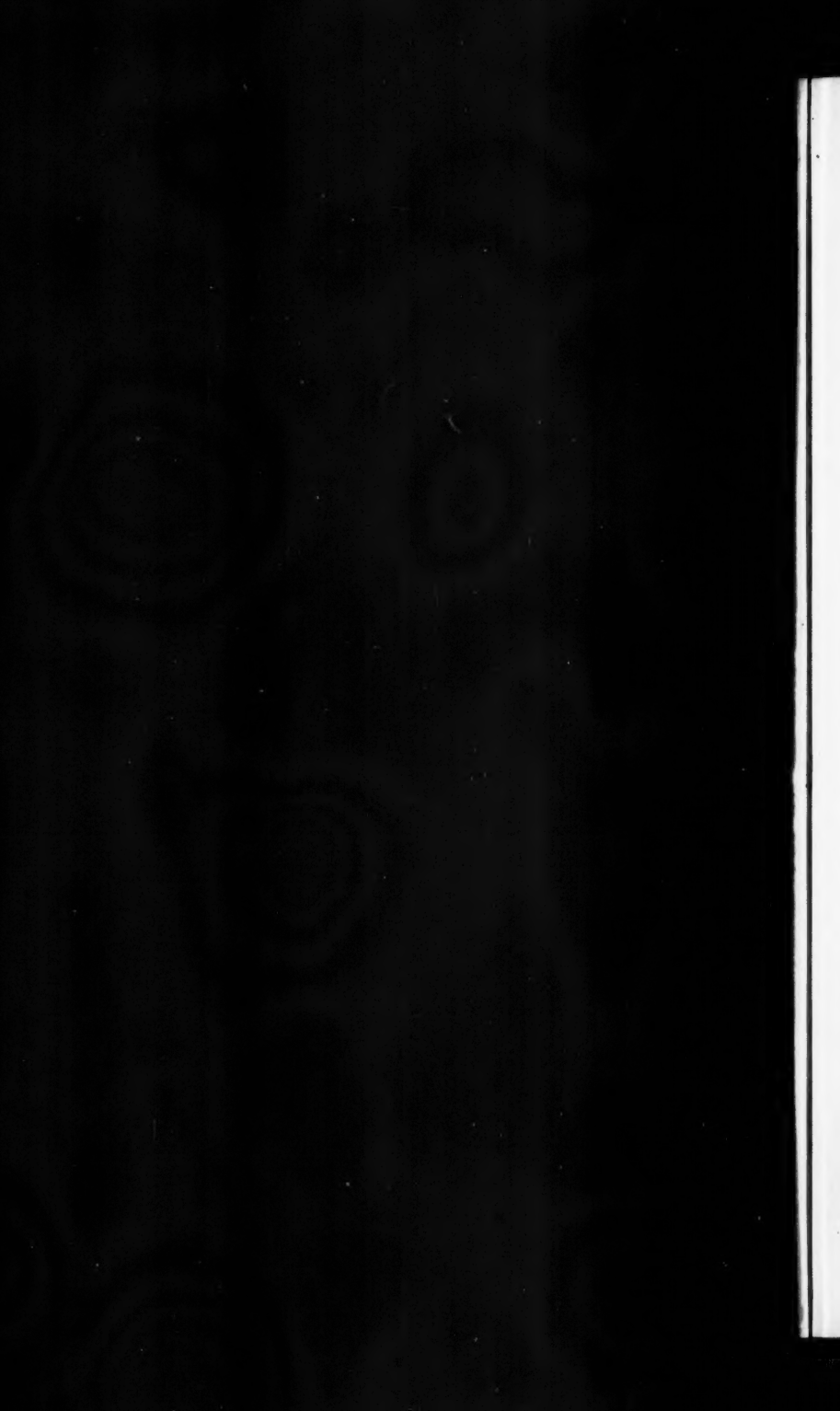
A peep at a standard requisition for a regulation building drawn for the Bureau of Equipment and Supplies of the National War Work Council of the Young Men's Christian Association will afford an insight into the variety of manufactured articles that must be purchased for each of the more than two hundred buildings that will be required from the outset. There are sleeping outfits, includ-

ing cots, mattresses and blankets; a complete motion-picture outfit; a variety of tools; and office equipment embracing a cash register, typewriters, scales, etc. Athletic supplies will cover a wide range, and games for each building will be purchased by the dozen. A talking machine and records, a piano, an organ, song books, and newspaper files are a few of the items separately listed, and each of these centers might also be accounted a stationery store.

Although the Y. M. C. A. and the Knights of Columbus will do most of the buying of recreational specialties for the army training camps and for the navy yards and naval stations, these interests will have but a limited look-in when it comes to outfitting the warships. Here the recreational work is, for the most part, in the hands of the chaplains. Nor, indeed, should an advertiser feel that to sell the two national organizations mentioned is the sum total of ambition with respect to getting his goods into the army camps. The agencies referred to are not only accepting, but encouraging suitable donations from all sources and national organizations such as the Society of Colonial Dames are making heavy purchases which, though distributed through the Y. M. C. A., are selected and paid for by the outside interests.

Advertisers who are ambitious to cultivate intensively the consuming capacity of our new military cities will not overlook the post exchanges which are to be brought under the general direction of the Commission on Training Camp Activities, above referred to. A post exchange is the soldiers' department store, located wherever his camp may be—a co-operative establishment that sells to its enlisted customers at cost or near cost. American post exchanges have always carried a rather surprising variety of goods, and the tendency is now to increase the range of these stocks in order to enable the lads lately transferred from civil life to obtain almost every item of standard merchandise to which they have been accustomed at home.

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JAMES W. GERARD

Former United States Ambassador to
the German Empire

JAMES W. GERARD,
has written the full account of his experiences as United States Ambassador to the German Empire.

Mr. Gerard's revelations will do more to clarify America's understanding of the causes of the war and of the issues involved, than any other statement yet made from a responsible source.

Cyrus H. K. Curtis has arranged for their first publication as a serial in the Philadelphia

PUBLIC  LEDGER

The National Newspaper—Published in Philadelphia



Gerard in Germany
 The Public Ledger is announcing a series of 100,000 copies of the book "My Four Years in Germany" by James Watson Gerard, former Ambassador to Germany, in writing the story of his experiences at the Treaty of Versailles. The book is published by the Public Ledger. It is a sensational story—stranger and more dramatic in its details than fiction. It tells the story of the "black leg" guarded in custody on the Baltic coast from Berlin to Washington. It is a sensational story—stranger and more dramatic in its details than fiction. It tells the story of the "black leg" guarded in custody on the Baltic coast from Berlin to Washington.

The Most Important Disclosures Ever Made by a Newspaper

FORMER Ambassador Gerard's 80,000-word narrative, "My Four Years in Germany," is the first complete and authentic account of the intrigue and treachery that finally forced the United States into war.

It pictures the real Germany and the real Kaiser. It reveals Prussia's plans for world-dominion, to be financed by the wealth of a cowed America.

The Public Ledger is announcing a series of 100,000 copies of the book "My Four Years in Germany" by James Watson Gerard, former Ambassador to Germany, in writing the story of his experiences at the Treaty of Versailles. The book is published by the Public Ledger. It is a sensational story—stranger and more dramatic in its details than fiction. It tells the story of the "black leg" guarded in custody on the Baltic coast from Berlin to Washington.

Gerard in Germany

Starts August

PUBLIC

The National Newspaper—P





Gerard in Germany
 The National Newspaper—Published in Philadelphia
 The National Newspaper—Published in Philadelphia
 The National Newspaper—Published in Philadelphia



Exclusive National News, Every Day For Six Weeks

MR. GERARD'S book will be printed in generous installments, daily and Sunday, for about six weeks, beginning with the issue of Sunday, August 5. On every day in that period, the Philadelphia Public Ledger will contain exclusive news of great interest to the whole country. A national advertising campaign is announcing the series to the public.

The Ledger is announcing this a \$100,000 advertising campaign. Headings of some of the news used are shown above.

Gerard in Germany

Starts August 5th

LEDGER
 Published in Philadelphia



THE PUBLIC LEDGER'S dominant influence in the great Philadelphia market is due to a news and editorial policy that gives it a stronger hold on its readers' interest than that of ordinary newspapers.

The first publication of Ambassador Gerard's revelations (as announced in the preceding three pages), is a notable instance of the way in which this policy is carried out.

Advertising associated with such news columns is assured of unusual attention.

PUBLIC  LEDGER

The National Newspaper—Published in Philadelphia



A Look at Some Phases of the Clerk's Job

Some Things That the Copy Writer and the Traveling Salesman Can Learn From the Work of the Retail Salesman

By John Allen Murphy

I HAVE often heard advertising men say that there must be a close similarity between the work of the retail clerk and that of the copy-writer. Well, to a certain extent there is. Both are trying to influence people to buy merchandise, although they use different methods, and one addresses a vastly greater audience than the other.

In a way, many of the basic principles of all forms of selling are pretty much the same. Certain it is that the clerk can learn much from the methods of the traveling salesman. On the other hand, the salesman can improve his work by studying the way goods are sold in retail stores. Especially should the manufacturer who seeks the co-operation of clerks know something of their working methods. The advertising man, also, will have a better grasp on his job if he is able to step into the shoes of either the clerk or the salesman and successfully discharge their duties.

The essential task of all those engaged in distribution, from the manufacturer down to the retail clerk, is to attain the good will of the consumer. That is the absolute net of what they are trying to do. Therefore, they all should have some first-hand information as to how the consumer buys. They should know something of the actual "business," to use a stage expression, that is gone through in making a sale. All the factors that influence the sale should be carefully studied.

About the first fact that impresses itself on the observant clerk is the kaleidoscopic quality of human nature. There is almost no end to its variableness. I always had the idea that after the outer veneer was penetrated people are very much alike, but

after I had been selling goods across the counter for a few weeks I discovered that this impression had strayed far from the truth. Folks may be alike in many ways, but when they come to buy goods they certainly are not. That is the one time they feel privileged to indulge all the peculiarities of their nature.

This much is true, however: most persons can be classified according to type. But there are any number of these types, and the average clerk is not able to classify properly his prospects as they approach him. This is one of the causes of so much mediocrity in retail salesmanship.

ALL SORTS AND CONDITIONS OF WOMEN

For instance, there is the sensitive buyer, who is diffident in stating her requirements. She is easy to sell, so much so, in fact, that she is likely to go away with merchandise with which she is not fully satisfied. There is the careless, slipshod buyer that will take almost anything. Then after she gets home she will find fault with her hasty selection and bring it back for exchange. Some buyers that come into a store are extremely friendly to the clerks, while others are austere, and have to be handled with the greatest tact. Sometimes the affable shopper is very critical of the merchandise, and, on the other hand, the haughty, stern buyer is easy to please. In the course of the day's work the clerk will have to wait on talkative customers and taciturn customers; those who are nervous and flighty and those who are well poised. The stingy buyer will try the patience of the saleslady and the extravagant buyer will make her envious. Practically all the verbs and adjectives of

the language could be used in describing these numerous types. They are as variable and as uncertain as the weather.

The great fault with many clerks is that they get into the habit of serving all these types alike. They gradually acquire a set of humdrum methods, which they always use, regardless of the whimsicalities of the buyer on whom they are waiting. They almost always use the same sort of selling chatter. Their work gets into a rut, and they never put any fresh ideas into it.

The good clerk is resourceful. He quickly and shrewdly sizes up the prospect and determines the character of his approach. He adapts his methods and varies his talk to suit the peculiarities of his customer. If need be, he is very friendly and full of enthusiasm. If the occasion seems to demand dignity and reserve, that is the way he is. Sometimes he sees that it is best merely to wait on the buyer, and then again he instinctively knows that it is advisable for him to take the initiative in influencing the sale. Adaptability and tact are the two outstanding qualities in his equipment.

A whole lot of rules have been established for the guidance of clerks. Here are some of them:

"Never argue with a customer."

"Let the customer speak first."

"Always be courteous, no matter what happens."

"Show the best goods first," etc.

These principles have been wisely conceived and, generally speaking, they should be observed. But in applying them, as in everything else, the good clerk studies his type and then uses his judgment. Occasionally it is better to suspend the rule.

Take this well-established ruling as to the value of courtesy in retail selling. No one can say it isn't necessary. The mere disposition to be always accommodating will carry a clerk a long way on the road to success, even though he lack other selling qualifications. But even courtesy can be overdone, and on rare occasions it can be dispensed with entirely. I have waited on people

who seemed to resent courtesy. It appeared to grate on their nerves. Persons of this kind associate good manners with pride. They will not give their business to anyone that they call "stuck up." It is this same feeling that keeps many people out of the elegantly arranged store. They cannot accustom themselves to the modern idea of service. Since we have types of this kind with us they must be recognized and arrangements made to serve them in the way that they prefer. Those who lay down iron-clad rules for service overlook this fact.

THE TRADESMAN IN HISTORY

The cringing attitude before the buyer is just as bad as discourtesy. Unfortunately, a good many people still hold the tradesman in contempt. They look down on anyone who serves them in any capacity. This feeling is a survival of the customs of the past. It is only within the last hundred and fifty years that the business of retailing has come to be generally regarded as legitimate. Throughout all history the man who bought merchandise to resell it at a profit was despised. Literature is full of references to the subject. The Greek philosopher, Aristotle, said:

"Of the two sorts of money-making, one, as I have just said, is a part of household management (agriculture and the hand trades), the other is retail trade; the former necessary and honorable, the latter a kind of exchange which is justly censured, for it is unnatural and a mode by which men gain from one another."

In some of the earlier languages the words used to designate "dealer" were synonymous with our word "cheat," etc.

In England of the Middle Ages laws were enacted against "engrossers," a term similar to our modern "middleman." As a result of this attitude, the merchant of history was more or less servile. He begged for patronage and very often, to get it, he did not hesitate to humble himself to any degree necessary.

Our Acknowledgements to Gideon



ANYONE who remembers the story of Gideon, that valiant Jewish captain, will recall that just on the eve of his greatest battle he deliberately reduced his forces by eliminating every man jack whose methods did not measure up to a specified test. It left him only 300

fighting men, but they were all for Gideon—all for what Gideon stood for—and they were aplenty. With them he jolted the immortal stuffing out of a vast and unselected horde of Philistines. Everybody's, to meet new business conditions, is putting its circulation through very much the same selective process. True, we shall have over 300,000 left, and they will all be selected, forceful, potential people of high initial velocity, who stand for the same things Everybody's stands for and who buy Everybody's because they *like* it.

Everybody's MAGAZINE, beginning with the November number, will go to a new size carrying a type page 7 x 10 $\frac{1}{4}$ inches. This new size represents the ideal of today for displaying advertisements to the best advantage both for the service of the advertiser and for the convenience of the reader. Those advertisers who have used space with us between the dates of April and October inclusive will be entitled to the old page rate of \$350.00 in the new size (7 x 10 $\frac{1}{4}$) for November and December 1917, and January, February and March 1918—for full pages only.

Everybody's MAGAZINE

N. B.—As an instance of the enthusiasm with which readers respond to a magazine which they admire, in August 1916 *Everybody's*, appreciating the necessity for crystalizing public sentiment in view of the national changes which we felt sure were bound to come, was instrumental in establishing the High School Volunteers of the United States. Today, under the leadership of Captain Steever, of the U. S. A., this organization has a fully equipped and uniformed membership of over 40,000—all Gideonites.

Farm, Stock & Home

MINNEAPOLIS, MINN.



is showing how country life can be made better.

This is the cup awarded the Progressive Farmers' Club of Plentywood, Montana, for doing the best work for community upbuilding.

This cup and cash prizes aggregating \$600.00 were given by FARM, STOCK & HOME, to the Farmers' Clubs showing the best practical work for community Betterment.

The winning papers will appear this coming fall and winter, beginning September 1st, in the columns of FARM, STOCK & HOME, showing other communities how to go and do likewise.

This is only one of the many constructive things FARM, STOCK & HOME has done.

*Put Your Advertisement in the Paper that Does Things.
Foremost Farm Paper of the Northwest.*

CHICAGO

J. C. BILLINGSLEA
1119 Advertising Bldg.

ST. LOUIS

A. D. MCKINNEY
Third Natl. Bank Bldg.

REPRESENTATIVES



NEW YORK

A. H. BILLINGSLEA
No. 1 Madison Ave.

DETROIT

J. C. BILLINGSLEA
1407 Kresge Bldg.

This view of the dealer prevailed pretty much up to our own times, but now it has almost entirely disappeared. Traces of it still manifest themselves, however, in several surprising ways. To succeed to-day the clerk must show no signs of servility. He must have plenty of self-confidence and modestly estimate himself as being quite as worthy as anyone on whom he is called to serve. Any feeling of inferiority on his part will detract from his efficiency.

A SURVIVAL FROM THE AGE OF
BARTER

One of the manifestations of this centuries-old contempt for traders is the disposition of many buyers to haggle about the terms. To them the old law of *caveat emptor* is still a very live proposition. No statement that the merchant or his representatives may make is accepted. Everything is discounted. The one-price-to-all idea is less than fifty years old, and it is only within the last twenty-five years that the plan has been almost generally adopted by retailers in this country. In many of the countries of the old world it is still the practice of merchants to ask more for their wares than they expect to get. Therefore, perhaps it is only natural that many people in the United States imagine that they can get better prices by doing a little bargaining. This practice is more pronounced in small towns than it is in cities. It is one of the hardest problems with which clerks have to deal. It tries their patience and in many cases it provokes them to make offensive retorts. In dealing with people of this kind I have found it best to forget that rule about arguing with a customer. I always patiently explained to these hecklers that in modern stores, which are honestly conducted, there is only one price. The customer was given a lecture on the advantages of the same-price-to-all policy and how it benefited the public. Gradually this patient arguing had its effect, and each month fewer customers of the store made any

effort to get special concessions.

It is the custom of many women to do their shopping in groups of two, three or more. When a group comes in a store very often the person that is buying the article is not the one who is controlling the sale. On an occasion of this kind a woman is likely to lean quite heavily on the opinion of her friends. Often the clerk has to sell the whole group. Then again one member of the party may be more strong willed than the rest and her influence be the factor that decides the sale. The shrewd clerk is able to pick out this member and direct his efforts to her and at the same time not give offense to her associates.

This same problem confronts salesmen in several other lines, which shows the relation that exists between all forms of selling. In the automobile business, for example, many times the whole family comes to buy the car. The observant salesman, however, soon sees that it is necessary to get the decision of only one of the group. Very often it is the wife. He concentrates all his selling skill on her, and when she says "yes" the sale is made.

In some concerns there are several partners, and in trying to do business with them the salesman finds that he has to sell each of them. However, if he can get them all together and start in selling them as a group, it soon becomes evident to him that one of the partners dominates the firm. This discovery greatly simplifies his task.

What is the best way for a clerk to approach a customer? Some advocate a standard approach. The best clerks, however, vary the approach to suit the circumstances. Some people like to be waited on immediately and others prefer to look around a while. The clerk should be able to tell to which class an approaching customer belongs. "Lookers" should be given plenty of time before any effort is made to sell them. Often it is best not to say anything to them at all until they show signs of being interested. Set methods of

greeting a customer are not good. "Have you been waited on, madam?" or "Is there anything I can do for you, sir," and such phrases are pat most of the time, but occasionally they irritate the shopper. The efficient clerk takes his cue from the manner of the prospect. Generally he should get down to business immediately, but an occasional exception to even this is allowable. Some good merchants tell their salespeople to let the customer speak first, but the trouble with this rule is that some people expect the clerk to open the transaction, and will not speak until he does.

HOW A CLERK MAY WIN GOOD WILL FOR THE STORE

In a good many respects the small store offers the clerk the best chance to develop sales ability. In the large store he is hedged in with so many restrictions that he hasn't a great opportunity to use initiative. In the small retail establishment the clerk is often allowed to act as though the business were his own. For example, if a customer asks for a certain article that the store doesn't handle, or else is temporarily out of stock, the clerk can say: "I am sorry, madam, that we haven't any of that at present. I believe, however, that it can be obtained at Jones's store, in the next block. If you wish to wait a few moments I'll send a messenger to buy it for you. Or, if you would prefer it, I can show you other brands in the same line. Here is a brand," etc.

Talk of this kind hardly ever fails to make a strong appeal to the customer. Referring the buyer to a competitor would have horrified the merchant of the old school, but nowadays it is known to be good business. Often the customer will let the clerk send out for the desired article and in the meantime she will look around the store and buy other things. Often when she sees that a sale is not being forced on her she will agree to accept the suggested substitute. Even if she goes to the competitor, she will

not forget the service that the clerk extended her. In small towns merchants feel that it is better to let the sale go to a competitor than to the mail-order houses.

Those selling goods in large stores are not allowed to mention the name of competitive institutions, and in any event it would not always be practicable for them to send out for goods. This is but one illustration of the way the large-store clerk is handicapped. The difficulty they have in building up a personal trade is another example. Most people prefer to be waited on by clerks that know them and their whims.

It is difficult for a great many persons to make a decision when selecting goods. In the wearing-apparel business, for instance, if the clerk is becomingly attired, the hesitating customer will often finally come to a decision by saying, "I'll take one like that one you have on." If a necktie or a collar looks well on a clerk, it will frequently turn out that that particular style will be his best seller. However, the fact that the clerk wears the article himself is not a good selling argument and should never be used unless the customer asks him if he wears it. A story is told of a salesman in a haberdashery who showed two shirts to a prospective buyer, saying, "Here are two neat patterns. Both are good values, but I myself wear this one."

"That settles it," said the buyer. "I'll take the other one."

A clerk cannot be too tactful. If he is selling a pair of curtains to Mrs. Smith he might spoil the sale by saying that he sold a similar pair to Mrs. Jones. It might happen that Mrs. Smith considers herself superior in every way to Mrs. Jones and wouldn't even buy in the same store that she does. These are trifling details, but in selling goods in a store they count for a good deal.

In fact, success in retail salesmanship is won by giving intelligent attention to a countless number of details, which in themselves may seem unimportant. This is so true that it is almost impossible

The Last One-Third

"The dealer's profits are wrapped up in the last one-third of the line. All his previous sales have gone to pay back the original purchase price, store-expense and the over-head. On the last one-third is where *he makes his money*.

If the goods have consumer-confidence back of them, developed by advertising, they sell; the dealer makes his full profits. If he finishes the season with a bunch of shelf-clingers, non-standardized goods, he loses."

The above is an expression from a piece of dealer literature recently prepared by us for one of our clients. In the *completeness* of our merchandising service, we look upon the work of selling the campaign to the dealer as important as the preparation of the advertising.

To manufacturers who welcome intensive, practical application of principles like these in conjunction with their dealer work we are ready to extend our full service.

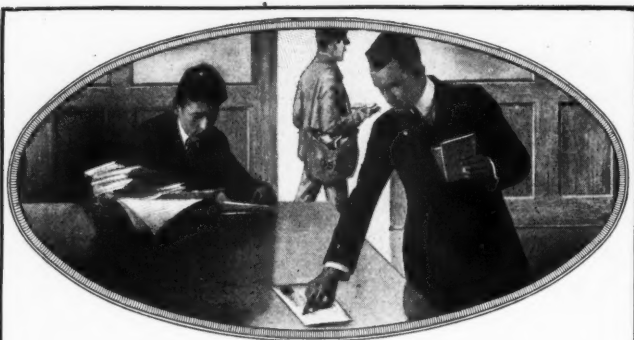
MALLORY, MITCHELL & FAUST
(Inc.)

Advertising and Merchandising Counsel

Security Building - - Chicago, Ill.

Established 1904





“That’s From the New York Office”

Even the office boy knows the branch office mail at a glance when a special color paper is used.

A printer gave this firm the idea, and the printer got it from our portfolio, “The Signal System.”

This portfolio shows how, by availing yourself of the 12 colors and white in which Hammermill Bond is made, every form and record identifies itself before it is read.

Your printer knows Hammermill Bond and can get it. Its quality is standard. Shopping around for a better bargain is simply wasting time.

Made in three finishes which produce a smooth, a ripple, or a linen surface. The 12 colors and white give a wide assortment from which to choose.

Our portfolio, “The Signal System,” will be sent you on request. It contains a variety of sample forms showing how the system may be applied.

HAMMERMILL PAPER COMPANY, Erie, Pa.

Look for this Watermark—it is our Word of Honor to the Public

HAMMERMILL BOND

“THE UTILITY BUSINESS PAPER”

to write helpfully on the subject without discussing an endless array of details. It is difficult to make these appear as important as they really are.

The retail salesman differs from the wholesale salesman in at least one particular and that is that the former has little opportunity to use heavy artillery in his selling. His methods are milder, less forceful and in some respects more skilful. He does less arguing, but becomes adept in making sales by suggestion. The idea that he is actually selling is not so obvious. His main function is to cater to people and to give them service. He does not go to them; they come to him. And when they come, presumably it is their intention to buy. Some other force created the desire to buy. He should close the sale. To do this successfully he must know human nature and be master of the hundred and one little knacks of appealing to it.

THE CLERK A LINK IN THE SELLING CHAIN

Advertising is not stealing the clerk's job away from him. It is giving him an opportunity for greater usefulness. It is making it easier for him to sell. Time was when the retail salesman had to do all the selling. To-day he is only one link in the selling chain, although a very necessary one. The manufacturer's advertising and selling "helps," the retailer's advertising, window and store displays, all work together to send live prospects to the clerk. Most of them are already sold. To close the sale all he has to do is to follow the law of least resistance and cater to the buyer. Of course this catering job is often a pretty large programme. It means that the clerk's personality must not obtrude on the buyer. His dress, speech or manner must not give offense to the buyer. He must know his goods, so as not to displease the buyer. He must be willing to submerge himself and his ideas to suit the peculiarities of the buyer. Of course all the while he is doing these

things to get on the right side of the buyer he can at the same time be leading him on by the subtlest suggestions to buy what he (the clerk) wishes him to buy.

There is no doubt that the clever retail salesman, who has mastered selling psychology as it is daily practised across the counter, makes a good copy-writer when he is able to put his art into printed words. Unfortunately, however, not many seem to have this ability. But even though they may not be able to write copy, they make mighty good critics of it. Every advertising man should aim to submit his copy to successful retail salesmen. He will find that they can give him some very shrewd slants on it. Very often they will instantly put their fingers on the unsuspected flaws in a merchandising proposition.

Letters That Were Too Good

He was running a small provision store in a newly developed district, and the big wholesale dealers found him very backward in payment of his accounts.

They sent him letter after letter, each more politely threatening than the last. Finally they sent their representative down to give him a sporting chance.

"Now," said the caller, "we must have a settlement. Why haven't you sent us anything? Are things going badly?"

"No. Everything's going splendidly. You needn't worry. My bankers will guarantee me all right."

"Then why haven't you paid up?"

"Well, you see, those threatening letters of yours were so well done that I've been copying them out and sending them round to a few customers of my own who won't pay up, and I've collected nearly all outstanding debts. I was only holding back because I felt sure there must be a final letter, and I wanted to get the series complete."—*Harper's.*

Paul Gifford Appointed Advertising Manager

The Hamilton Watch Company, Lancaster, Pa., has appointed Paul Gifford advertising manager, succeeding Robert E. Miller. The latter has been appointed secretary of the Hamilton Corporation, a subsidiary concern manufacturing measuring and recording instruments and specialties.

Mr. Gifford was associated in the past with Allen, Slade & Co., Inc., wholesale grocers of Fall River and New Bedford, Mass.

The ideal method of harvesting the grain crop is by mechanical power.



Just Results!

Third among twelve papers in 1915—inquiry cost \$1.59 in 1916 against an average of \$3.85—space doubled in 1917. This is

Power Farming's Record

with one advertiser of a \$2000 tractor

Third in list of 12 publications on a farm lighting outfit costing \$400 to \$500.

Head of the list on a \$3000 tractor.

Repeat orders with increased space from general advertisers who compare *Power Farming's* yield with that of all sorts of national media.

These results—and others we'll gladly enumerate—show that 42000 selected *power* farmers are a worth-while market which one paper, and *but one*, can deliver.

Not The Largest Farm Market
—But The Richest

POWER FARMING St. Joseph, Michigan

NEW YORK CHICAGO

Barnhill & Henning Jas. A. Buchanan
23 E. 26th St. Marquette Bldg.
Mad. Sq. 5064 Randolph 5527

Member A. B. C.

POWER FARMING

Tea Company to Start Thirty Economy Stores

A few weeks ago PRINTERS' INK announced that the Union Pacific Tea Company was giving up premiums and hereafter would operate more on the straight merchandise plan. As an outcome of this move, it is now reported that this concern will shortly open thirty economy stores in the State of Kansas.

A plan of operation similar to that in use by other successful chains in this field will be followed. Managers are obliged to run their stores alone until the weekly sales amount to over \$400. Then they are authorized to employ clerks. Managers are given a salary of fifteen dollars a week and a percentage of sales when they run beyond \$300. The salary schedule itself varies as sales rise above certain limits. The Great Atlantic and Pacific Tea Company pays its managers sixteen dollars a week, one per cent additional on their sales, regardless of their amount, and during the last two quarters has been able to give them a bonus of ten per cent of their salaries.

These economy stores are gradually supplanting all over the country the well known premium-giving tea establishments. The high cost of premiums, the necessity for greater economy in retailing and the seemingly greater opportunity which the new kind of store offers, are some of the reasons given for the change.

"Victory Bonds" for Next Issue?

WEYENBERG SHOE MFG. CO.

MILWAUKEE, WIS., July 28, 1917.

Editor of PRINTERS' INK:

In PRINTERS' INK for July 26 is an article, "Name wanted for next Bond Issues." Why not use the words "Victory Bonds" in place of "Liberty Bonds" in the next issue?

We talked "Liberty" all last season and took our cue for "Liberty Bond."

We are starting a new season and are talking "Victory"—so why not "Victory Bonds"?

A. S. SCOTT.

J. A. Martin Will Travel Less

J. A. Martin, advertising manager of the *Progressive Farmer*, announces that in the future he will spend less time traveling and will direct the advertising affairs of his publication largely from his office in Birmingham. R. B. Farris, formerly with George W. Herbert, Inc. and *Wallaces' Farmer*, has been appointed an assistant to Mr. Martin.

W. C. Bell With "Canadian Farm"

William C. Bell has been appointed advertising manager of *Canadian Farm*, Toronto, having severed his connection with the Canada Permanent Loan and Mortgage Corporation.

PRINTERS' INK



WE take pleasure in announcing that we have added to our executive staff

Mr. Benjamin Akin.

Mr. Akin, who for the past five years has been Sales and Advertising Manager for Huyler's, has had an exceptionally wide and successful experience with the drug and grocery trades which cannot fail to prove valuable to many of our clients.

During the past three years we have announced in Printers' Ink a number of important additions to our organization. It is significant that every man thus announced is with us today. Instead of recording changes, the entire series of our announcements has recorded solidity and cumulative progress.



Service First

Atlas Advertising Agency

INCORPORATED

NEW YORK CITY

Cut-Rate Circulation Still Being Fought Hard, Says Dockery

Inspectors Busy Investigating All Complaints

“WE are squeezing the water out of the circulation of many periodicals.” This was the statement made to the Washington correspondent of **PRINTERS’ INK** last week by Third Assistant Postmaster General Dockery. It was in reply to an inquiry regarding the progress the Department is making in the enforcement of its ruling that periodicals to be entitled to the second-class mail rate must net at least 50 per cent of their established subscription price.

When it was explained to General Dockery that this is a subject in which the readers of **PRINTERS’ INK** feel an especial interest, he commented: “I should think they would feel a deep interest. Naturally, no advertiser wants to buy padded circulation.”

Specifically, General Dockery was unable to state just how many cases have been acted upon by his office in the four months or so since this “pure circulation” order was promulgated. “As rapidly as we hear of violations we turn over the cases to Post Office inspectors,” he said, “who are instructed to push the matter. My impression is that the remedy has been applied in every case that has thus far been brought to our attention. There have been no test cases because every offending publisher has ‘come across’ when we put the matter up to him.”

Intimation has come to **PRINTERS’ INK** that little satisfaction has been gained by some publishers who have sought to obtain news of what the Government is doing or intends to do from William C. Wood, who, in his capacity of Superintendent of the Division of Classification is in direct charge of the clean-up of circulations. It is suspected, however, that Mr. Wood’s seeming secretiveness is explained by a general policy of reticence rather than that his

silence is indicative of inactivity on the part of the Government.

The **PRINTERS’ INK** man took up this subject of cut-rate circulation with Superintendent Wood, following the talk with General Dockery and asked particularly regarding the attitude of Uncle Sam with respect to a magazine agency located in the Middle West which has long made a practice of furnishing to agents, at a uniform price of 10 cents, subscriptions to a wide range of periodicals listed at \$1 to \$2 per annum. Mr. Wood declared that the Department has long since taken action in the case of this offender and he added that not only has action been directed against the agency, but also against every one of the publications which this firm offers at the ridiculously low rate. Another official in the Third Assistant’s Division injected the comment “That concern has made us more trouble than any other in the business. It was the operations of such brokerage concerns that rendered it necessary to issue the order against the admission to the mails of periodicals that are virtually circulated free.”

The official last quoted said that it was the understanding at the Department that the agency referred to had discontinued, as a result of the Government’s action, such offers as that contained in a “Trade Paper Bulletin” issued under date of June 1, 1917. Save on the theory that the inspectors “haven’t got around to it yet” he was unable to explain the promulgation by a Southern concern under July date lines of offers wherein trade publications, picture magazines and fiction periodicals were offered to agents at prices as low as 3 cents for an annual subscription. The Department insists that the new regulation is not a dead letter and that it is not marking time on the proposition.

PRINTERS' INK



W H Y

does The Youth's Companion carry
such a large volume of Automobile,
Bicycle and Tire Advertising?

Because the Automobile and
the Bicycle are both
for the family use.

The Youth's Companion is read
by ALL the family because it
is edited for ALL the family.

The Youth's Companion



CLARION-2½ in.
LENEX-2½ in.
Two heights in the new

Ide
COLLAR~

GEO. P. IDE & CO., Makers
TROY, N. Y.

The Distinctive Element—

—a characteristic of all effective advertising—is most essential in color display and kindred publicity.

Niagara Lithograph Co.

Buffalo · New York
Chicago · Cleveland · Boston



LANGDON
new, very becoming and comfortable
15 CENTS EACH

Ide
COLLAR

When IDE COLLARS *moved to first place*

IT IS a question if any article of apparel has been advertised with such ability and success as men's collars. So that the decision of Mr. Fleming, Advertising Manager for Geo. P. Ide & Co., to launch a campaign on distinctive lines was a rather bold undertaking.

Niagara Service enlisted the efforts of an acknowledged genius in the realm of Commercial Art, wielding a brush of such striking individuality as to revise all previous standards in style illustration.

For two seasons the Ide Collar publicity has had the place of unquestioned pre-eminence in its field and is perhaps the most talked-of pictorial advertising now making its appeal to the public——

—A type of the constructive art supervision which the Niagara organization affords, coupled with the incomparable Niagara process of reproduction.

Niagara Lithotone Process

Niagara Lithograph Co.

Buffalo · New York
Chicago · Cleveland · Boston

PRINTERS' INK



-then it's up to your booklet

The success or failure of your advertising plan finally depends upon the orders it produces. Your advertisements may be effective, but after the inquiries have been received—after the prospect's interest has been developed—what then? You stake everything on the order-producing power of your booklet.

Cloth-bound booklets make inquiries **ORDERS—**

*Send for our
booklet*

"Getting Your Booklet Across," our 28-page, cloth-bound booklet, tells why other advertisers are adopting cloth as the standard binding for their booklets and catalogues. Write for it today. Address: INTERLAKEN MILLS, Providence, R. I.

They *get across*. They make the necessary good "first impression." They demand an interview. They look too important for the waste-basket and after sending in an order they stay on the job for future interviews with the boss.

Your printer or binder will quote you on binding your booklet or catalogue in Interlaken Book Cloth. He will also show you the many attractive patterns and colors in which Interlaken is made. 'Phone him now before you forget it.



**Interlaken
Book Cloth**

Strong Arm Sales Work That Tears Down Good Will

Pressure of Quota That Has a Bad Reaction

By Roy W. Johnson

HE thrust a catalogue page between my face and the brief I was reading, and began without preliminaries:

"You have an old-model Bildad machine, Mr. Mann, and we are making a special offer to replace all old machines with our latest model. We'll take your old machine, make you a handsome allowance on it, and put the new one in here on ten days' trial, absolutely without cost to you. This new machine, as you see, has many features which your old machine does not possess. For example, you will notice—"

"I am not interested," said I.

"Surely, Mr. Mann, you are interested in the efficiency of your office and the appearance of the work you turn out. Now, with your old machine you cannot—"

"I am not interested" (in italics this time).

"Now, Mr. Mann," persuasively, "you must admit that—"

"I am not interested" (bold-face).

"But this is the opportunity of a lifetime. I—"

"I am not interested" (large Gothic caps). "Furthermore, I am very busy, and do not wish to discuss the matter."

"Mr. Mann!" dramatically, "may I ask if there is anything more important to you than—"

"Can you understand the English language?" I asked, rather testily.

"Of course—" he began, deprecatingly.

"Then in plain terms," I rejoined, "I am not interested. I am busy. I do not want to buy a new typewriter. I do not want to talk about it. I want only to be allowed to go on with my work. Good day."

"Suppose I should tell you," he returned to the charge without the least hesitation, "that with this

new machine of mine you can—"

"Will you *get out*?" I demanded, quite at the end of my patience.

"No harm done, I hope," he murmured apologetically. "I only desire to do you a service." But he went at last, leaving me to gather my scattered thoughts as well as I might.

An hour later, as I was returning to my office through the corridor, he dodged out of an unoccupied room near my own, his catalogue still clutched firmly in his hand. "Mr. Mann," he was walking beside me and talking over my shoulder, "I, personally, want very much to take that old typewriter of yours and put in the new model on trial. I am confident that you will find the exchange so greatly to your benefit that you will thank me for bringing the matter to your attention. There are no less than empty-teen improvements in this machine over the one which you now possess. The self-selective tracker-bar alone will enable your stenographer to save forty-nine unproductive motions in the course of an average business letter. The automatic accelerator will positively avoid all danger of excessive cylinder pressure. Our patent reversible chuck will obviate any necessity for reduplicating the impulses in manifold work. You really must see the machine in order to appreciate all of its features, and all that it will mean to you in your daily work.

ASSAILING PER MANUAL

"Your reputation as a lawyer, Mr. Mann, depends upon—" By this time we were inside my office again, he having followed me as closely as a hungry dog follows a bone.

"Have you quite exhausted all the 'appeals' in your manual?" I demanded somewhat savagely, for

he had broken in upon a train of thought which had occupied me for days and which seemed at last to be on the point of arriving somewhere. "You have tried most of them that I am familiar with, except the 'poor college student.' You were just beginning, I believe, with the insulting appeal based upon my professional reputation. But if you are quite through, and will sit down, I have something to say to *you*."

I indicated a chair, which he seemed not to notice. "Sit down, please," I directed. "I understand that your sales manual recommends a standing posture as being more likely to overawe the prospect and give you the advantage of him. But please forget that for the time being—in deference to my 'professional reputation' if you need an excuse."

With none too good a grace he did as I requested.

"Speaking of reputations," I began, "hasn't your company any regard whatever for the good will of those who use its machines—its business reputation, in other words?"

"If you doubt the responsibility of my company, Mr. Mann," he was beginning, but I cut him short.

WHERE THE BLAME LIES

"I am not talking about responsibility. I am talking about good will. Your company, through you, comes into my office uninvited, interrupts some important work upon which I am engaged and which demands my best attention, refuses to credit my statement that I am not interested, is rude enough to insinuate rather broadly that I do not know how to run my own business, and persists in that course until I am fairly obliged to kick it out of the door. Then it lies in wait for me in the corridor, forces me to listen to matters which do not in the least concern me, follows me up like a street beggar seeking a handout, and finally offers me an insult. I ask you, in view of all this, whether your company has any regard for its own reputation in the eyes of those who are actual users of its goods?"

"Don't think for one moment that I am blaming you personally. I understand your position much better than you think I do. You are merely a part of a large organization, and you must perform your function or stand aside. The crack of the whip-lash is always sounding in your ears. You are given a quota—a stint—which is based wholly upon the desires of the company, and you know you will be held up to the scorn of your fellows if you fail to make it. You are nagged and pestered and prodded and bedeviled by the bright young man who writes the 'ginger-up' bulletins. You are taught to forget to be a gentleman, to disregard every desire of your customer which does not jump with the desires of the company, to practice the utmost refinement of discourtesy. In short, young man, your company is engaged in the pleasant occupation of sacrificing the future for the sake of the immediate present by *forcing sales*, and you are caught in the machinery."

There is no need to reproduce more of the conversation. I am sure that I failed to convince the young man that I was anything but an old foggy with certain antiquated notions which had long ago been exploded; notions such as the right of privacy, for example, and the right to an opinion. I certainly did convince him that in listening to me he was losing valuable time which might have been devoted to his business, and he was a true disciple of his master, for he ended by trying to make me buy his machine as an offset to his loss of a possible commission which he might have made elsewhere!

Now you may all shout in chorus, if you like, that the salesman whose portrait is roughly sketched above is "exceptional." He is not. He is merely the ordinary and normal product of the school in which he has been trained. The "exceptional" salesman is the other kind; the salesman in whom the instincts of a gentleman are so strong that they counteract the effects of his training. Such men it is a pleasure to

ERWIN & WASEY COMPANY

Advertising

58 EAST WASHINGTON STREET · CHICAGO

Interested in the permanent success of any product, or service, which contributes to the progress of the World; ready and able to aid in the marketing of such a product or service.

AT THE PACKARD



J. C. Faust
Art Director
Packard Motor Car Company

*Where definite standards and
ideals prevail in everything*

we are entrusted with a great many contracts for retouching. So fine is the reputation of the Packard's own art department, that we deem it an especially gratifying recognition of our own skill when we are awarded the Packard's supplementary work.

"I trust implicitly the wisdom of Mr. Joseph C. Faust, our art director, in making use of V. and S. service", states Mr. Frank G. Eastman, Packard Advertising Manager. "I know that when Mr. Faust is satisfied with V. and S. retouching, it *must* be the best that can be procured."

□ □ □

Mr. Joseph C. Faust, Packard art director, states his position very clearly. "For years we have maintained a very definite policy relative to Packard art work. It must express to the fullest degree Packard ideals and Packard standards. That is why we have organized a specially trained art staff of our own to handle the greater part of our art production.

"In calling on the V. and S. studio for supplemental retouching work, we feel that our retouching is in the hands of men who best appreciate and best embody the particularly high standards we have set in our own department—in short, men who are masters of their art."

And Packard is but one of many

The
V S **MASTER RETOUCHERS**
Voelker and Scharfenberg
1918-1920 Ford Bldg. Detroit, Mich

meet, and the house which is fortunate enough to possess them is the gainer thereby, but they are exceedingly rare. The modern high-pressure school of salesmanship is devoted to the production of the opposite qualities.

Our offices and our homes are rapidly assuming the characteristics of beleaguered citadels, with an army of subordinates chiefly employed in keeping unwelcome visitors out. Every variety of trickery and subterfuge is resorted to in order to gain our attention. We are continually importuned to buy some product whose representative begins by swindling us in his effort to get a hearing. Our mail is cluttered up with vast quantities of printed matter, much of which is meant to deceive us, and some of which does so for the time being. When we go home at night we are surrounded on every hand by advertisements—in the street-cars, on posters, in the newspapers and the magazines. We do not object to that, for we need not read unless we choose—but too often an advertisement only serves to remind us of the salesman who robbed us of half an hour's time and spoiled our temper for the balance of the day.

Most of that unfortunate state of affairs is due, I believe, to the selling policy which has been blindly adopted by a great many concerns—the policy of forcing sales down the throats of unwilling or hesitating prospects. That policy has been adopted as the line of least resistance—the most obvious solution of the selling problem. But it is a little too obvious a solution. In fact, it is not a solution of the selling problem at all, for it does not go to the root of the problem.

It is a matter of sober fact that in many concerns the sales and advertising departments are working at cross purposes. What the advertising department is intelligently striving to build up, the sales department is blindly endeavoring to tear down. The sales sheets may show an increase in business over last year and the year before and the year before that—but the sales sheets do not

show what is going on in the minds of those who buy. More important still, the sales sheets bear no record of those who do *not* buy.

The advertising department sets to work to promote the good will of its concern. In simple language the advertising department tries to make its concern *liked*. It attempts to convince the public that its company is a good concern to deal with. It sees the selling problem in its true light; not merely as a problem of "making sales," but as a problem of building a business. It understands that circumstances may arise under which the good will of the concern may be the one determining factor between success and bankruptcy. The mere fact that Bill and Tom and Lucy *like to deal* with a particular house may some time turn the scale of destiny in its favor.

But the sales department finds the selling problem delightfully simple. It is merely a question of increasing the volume of sales over a corresponding period in the past. "Get the business" is its creed. Bill and Tom and Lucy may despise the house from the bottom of their hearts for all it cares, so long as the volume of sales increases. The sales manager's job, and the job of every salesman under him, depends upon the volume of business turned in. The future can take care of itself; the immediate present is everything. Every man jack of the crew is out for a record, by force and compulsion applied from above. The carefully reared structure of the advertising department is being torn down bit by bit, sometimes faster than it can be built up again.

TEARING DOWN ADVERTISING EFFECTIVENESS

One of my good friends was called in, some months ago, by the management of a certain large concern and was asked to make an impartial investigation. "Something was wrong," they told him. The volume of business was increasing steadily, but selling expense and overhead were increas-

ing with greater rapidity. The net profits had dwindled from $8\frac{1}{2}$ per cent to less than five per cent, on a considerably larger volume. At the same time the cost of production had been materially reduced. There had been no change in management, nor of policy.

My friend made a leisurely trip as far as the Pacific Coast, calling upon users of the company's product. He represented himself as one who was thinking of establishing a rival business, and wanted to know if the company's device gave good service. Thence he turned the conversation to the company itself, and generally succeeded in finding out what he wanted to know.

METHODS HAD MADE COMPANY DISLIKED

On his return he had a session with the board of directors. "The 'something' that's wrong," he said, "is that this company is heartily disliked. If you had an aggressive competitor, with as good a line as your own, you would be in bankruptcy within two years. Your sales force has the reputation of the biggest bunch of naggers in captivity. The majority of the users of your machines would throw them out to-morrow if they could replace them with something else. Your selling cost is rising because men deal with you only upon compulsion. Your overhead is being forced up by the maintenance of that big department of complaints and adjustments which is necessitated by your policy of forcing sales. The higher you force your volume of sales the higher you will force those items of expense and overhead, and the more you will intensify the dislike for your methods. You are caught in a vicious circle which is growing narrower every day.

"Your advertising copy is fine, but under present conditions it is an added handicap. To the user of your product it is only another reminder of that concern which he dislikes because its salesman is a pest. To the non-user it is a swindle. You solemnly promise

him that he is under 'no obligation' when he sends you an inquiry, and then you turn loose an insufferable nuisance in his office. You talk like gentlemen in your advertising copy, and your visible representative acts like a boor.

"Oh, yes, I know that your men are instructed to be gentlemanly, to serve the prospect's best interests, and all that. It looks well in the sales manual, and no doubt you really mean it when you say it. But you might just as well order a man not to get wet and then push him off the dock. The pressure that is brought to bear upon your men in the field is such that not one in a hundred can hold his job and be a gentleman at the same time. You tell a man that he has 'got to get' fifty sales this month. You tell him that he must be persistent; that every prospect will say 'no' at first; that it is his duty to 'down' opposition. You fill him full of clever arguments. You tell him not to be 'beaten.' You cleverly compare his record with that of other salesmen in distant territories. You play upon his vanity, his cupidity. You nag and pester him with 'ginger-up' bulletins which covertly insinuate that he is a poor rag of humanity if he doesn't get the business. You trust his judgment in nothing. A microscopic error in his daily report brings him a ragging from some eighteen-dollar-a-week clerk with cuffs on his pants. And you ask that man to be gentlemanly always, and to remember that he represents the house. He *does* represent the house, all right, but I can tell you that mighty few friends are made for it."

My friend may have been a bit savage in his remarks, but the germs of truth are in them. The selling problem (the real selling problem, I mean) is not to be solved merely by brute force. I know that I shall never buy another Bildad typewriter, because the representative of the company disgusted me utterly with its methods. All the advertising the Bildad Company might do would never quite offset the impression made by its personal contact with

\$250,000 Worth of Business From Direct Mail Work

A concern out in Denver, hundreds of miles away from the thickly populated sections of the country, not content with the business of its own trade territory, invaded the East by means of the rapid-fire Multigraph and secured *\$250,000 worth of business east of the Mississippi River in one year's work alone.* The experience of that concern shows conclusively the tremendous power of **DIRECT MAIL WORK.** Here's what the president of the company says:

"During the year of 1916 we did over a quarter of a million dollars' worth of business east of the Mississippi alone. All this was secured through Multigraphed letters.

"Our Multigraph Department has been one of the most vital and important features in the development of our business. Our business is handled entirely by mail, with a follow-up system of seven letters. Each of these must have the ear-marks of being personally typewritten.

"When we began using the Multigraph some four years ago we had one small combination machine. Now we have two power printers and one Comptotype machine, handling from three thousand to four thousand two and three-page letters a day."

CHAS. C. GATES, President,
The Colorado Tire & Leather Co., Denver, Colo.

There is no advertising manager in America who cannot greatly increase his value to his company, who cannot greatly expand his company's business, by the use of the **MULTIGRAPH.** It enables you to get your selling ideas into *action* quicker than any other means in the world. It will print your folders, two and three color circulars, envelope enclosures, letterheads, envelopes and form letters at a saving of hundreds of dollars, and with a saving in *time* that you can't measure in dollars and cents.

Send in the coupon and we'll tell you how advertising men in lines of business similar to yours are cashing in on the Multigraph.

You can't buy a Multigraph unless you need it

The Multigraph Senior is \$715 to \$765—Multigraph Junior, hand driven, \$190 and up. Easy payments.

THE MULTIGRAPH

1820 East 40th Street Cleveland Ohio

Tell me how the Multigraph is used in lines similar to ours.

Our line is

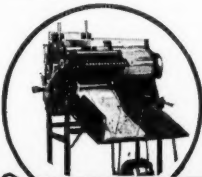
Name

Official Position

Firm

Street Address

Town..... State.....





"From Idea to Mail Sack"

Advertisers, you have in our SERVICE the advantages of a *complete* mail advertising aid. Any or all parts of mail advertising campaigns can be handled either independently, in connection with your advertising manager or in co-operation with the executive. Each branch of our work is conducted under supervision of trained specialists.

Complete Service for Mail Advertisers

CREATIVE DEPARTMENT—including merchandising counsel, investigations, sales analyses, planning, copy-writing, artwork, layouts.

LIST DEPARTMENT—in which lists are compiled from the latest sources to meet specific needs.

PRINTING DEPARTMENT—where sales literature and general printing of all kinds is prepared.

FORM LETTER DEPARTMENT—where letters are reproduced through the process best suited to the requirements.

ADDRESSING DEPARTMENT—where envelopes are addressed on the typewriter or by longhand, wrappers and mailing matter is addressed, letters are filled in to match the body.

MAILING DEPARTMENT—in which trained mailing men, working in co-operation with U. S. postal clerks, fold, enclose, seal and mail all kinds of mail matter and deliver to the postoffice in our own wagons or motor vehicles.

STENCIL SERVICE—for fast, accurate and convenient addressing of periodical mailing lists.

CALL OR WRITE FOR SERVICE BOOKLET

BUCKLEY, DEMENT & CO.

605 S. Clark St.

Mail Advertising Service

Chicago, Ill.

AN advertising writer who can produce convincing, selling copy of distinctive character and force can secure position with big New York Advertising Service Agency. Applicants must possess ability of marked degree and be able to produce finished copy. None but those who can write specialty copy of the most exacting kind will be considered. The salary will be in keeping with the man. Write fully with the assurance your letters will be held in strictest confidence.

Address A. A. W., Box 323,
c/o Printers' Ink.

me. Multiply me by ten thousand or so, and you begin to approximate the real selling problem of that concern, and of dozens like it. It is the problem of co-ordinating the forces of advertising and of salesmanship so that they will work together for the permanent good of the business.

Government Working to Improve System of Seed Distribution

Seed sellers face new conditions owing to the United States Government operating as a retail seedsman on a large scale. Congress is placing millions of dollars at the disposition of the United States Department of Agriculture for what Secretary Houston calls the "stabilization of the seed supply."

To what extent the Government will become an advertiser of seeds has not been determined. It may be noted, however, that it is, primarily, field seed for which better distribution is sought by the Government, not flower and vegetable seed, the lines most extensively advertised by private firms. Nor does the present merchandising venture by the Department of Agriculture approximate in any degree the Congressional "free seed" distribution. The seed which the Government will procure and warehouse under the newest plan may be sold to farmers at cost, including the expense of packing and transportation.

Officials of the Government assure PRINTERS' INK that it will be their purpose to operate, both in buying and selling seeds for more equitable distribution, in so far as possible through the regular established commercial channels. Whether any private seedsman will find opportunity to capitalize for advertising purposes the Federal scheme may be open to doubt, but it is possible that seed advertisers will ultimately benefit from the improved system of seed distribution that is being developed.

Added to Staff of Des Moines Agency

Chester M. Cogswell, for the last five years with the editorial department of the Des Moines *Capital*, and with two years' previous work on the Des Moines *Register and Leader*, has become connected with the Coolidge Advertising Service, of Des Moines. He enters the copy and service department.

H. W. L. Gardiner, for several years vice-president of the Curtis-Newhall Company, advertising agent of Los Angeles, Calif., has resigned to establish the Gardiner Advertising Agency in that city. Roy L. Corbaley will have charge of the art department of the new agency.



"PUNCH" Puts You Through Direct to the Best People

One need but glance through a copy of "PUNCH" to see that its literary and artistic standards are such as to appeal exclusively to the British cultured classes.

Every copy is conned by the "cognoscenti"—cognoscenti not merely in matters of mind, but in material things.

"PUNCH'S" advertising pages are an acknowledgment of that fact, for no inferior goods ever find their way into that charmed circle. If, therefore, your goods are there displayed, not only do they come before the persons best able to buy them, but they carry that unmistakable quality-stamp which goes straight to the public's cheque-book.

My advice in these advertisements is backed by over 40 years' experience. I firmly believe that given such a medium as "PUNCH"—world-wide in its influence with the well-to-do-concentration upon that medium, continuity in its use, and the employment therein of dominant spaces would abundantly profit every advertiser of high-class goods or service.

ROY V. SOMERVILLE

Advertisement Manager, "Punch"

10 Bouverie Street
London, E. C. 4., England

THE LAST IMPRESSION

As Pleasing as the First

Million runs of fine automobile catalogs, house organs and booklets, bring Detroit's high-grade printers to us for quality electrotypes that will register the last impression as faithfully as the first.

Michigan Electrotypes and Stereotype Co.

"Quality in Volume"

173-179 Fort Street West, Detroit, Mich.

The Billboard

a class weekly highly specialized in the interest of actors, actresses, performers, theatrical managers and showmen, WANTS THE AGENCIES TO KNOW that it will produce more inquiries at 25 cents a line on

Books about the Stage or the Drama

than many mediums whose rate is from \$4.00 up.

The Billboard Pub. Co.

Member A. B. C.

New York

Broadway & 42nd

Phone, 8470 Bryant

Chicago

Monroe & Dearborn

Phone, Central 8480

Liberty Loan Campaign Helped Sell Advertising

NEW YORK, July 26, 1917.

Editor of PRINTERS' INK:

Are salesmen of advertising taking full advantage these days of the influence which the nation wide advertising drives in the interest of the Liberty Loan and the Red Cross have exerted upon the minds of manufacturers and merchants who have heretofore remained unconvinced of the real power of advertising as a business force?

I have made two or three business trips through a number of the Eastern States during the Liberty Loan and the Red Cross campaigns. The conspicuous part that advertising played in these campaigns was apparent on every side. For instance, July 6th was Red Cross day in Binghamton, N. Y. Practically every store window in the town displayed Red Cross posters. Women who were soliciting subscriptions were dressed in Red Cross costumes. Every business and pleasure automobile carried some Red Cross advertising. The newspapers carried full-page appeals; cards in the street cars ditto. Billboards burst out in the clarion call to duty.

Merchants who have done little or no advertising were co-operating to make the Red Cross advertising successful. It was successful in a big way. In almost every instance, as in Binghamton, the town far over-subscribed its quota both for the Liberty Loan and Red Cross.

Never before, certainly in this generation, has there been such a universal tribute of confidence paid in advance to the power of advertising as a force in attracting the attention of the people and making them act. There is something contagious in campaigns like this.

May it not mean that there are two advertising prospects at least in every town where there was but one before?

LEWELLYN E. PRATT.

Establish Chain of French Toy Shops for War Relief

A chain of French toy shops is being established in this country to provide sales outlets for the products of French women and wounded soldiers impoverished by the war. The shops will be known under the blanket title "La Vie Feminine," and the first of the chain will be opened in San Francisco. American women interested in war relief work are co-operating with prominent French women working to the same end.

New Assistant Advertising Manager for Fenestra

Wm. A. Hart, formerly Western advertising manager of the Burroughs Adding Machine Company, has joined the advertising staff of the Detroit Steel Products Company as assistant advertising manager.



It is a significant fact that
few advertising Agents
solicit a Power, Alexander
& Jenkins account.

Power, Alexander & Jenkins
General Advertising
Detroit


Technical knowledge of the
printing business, backed by mer-
chandizing knowledge, and advertising
experience, makes this organization of
unusual value in the intelligent co-
ordination of printed matter with other
advertising and sales work.

SATURDAY NIGHT PRESS, *Inc.*
DETROIT, U·S·A

PRINTERS' INK

Old Dutch Cleanser

Does time and hard labor—does its work quicker and better; most economical, most efficient—being, long.



Old Dutch is recommended by the entire medical profession—and does not injure the skin. It is a true skin cleanser and beautifier. It is the most careful and efficient—being, long.

Give a try to the famous—Old Dutch. It is the most efficient and most economical—being, long.

A Winter Overcoat On Your Land
Will Save Your Top Soil and Increase Its Fertility

Mulford Cultures

These cultures are the most efficient and most economical—being, long.



These cultures are the most efficient and most economical—being, long.

You are on the watch to keep your farm in good condition.



Now then,

Mr. Progressive Farmer, remember this: you must not only keep your farm in good condition, but you must also keep your farm in good condition.

FOR GOODNESS SAKE!!

That's what a big member of the Association of National Advertisers said to our Advertising Manager the other day when we laid before him issues of our paper containing the full page advertisements reproduced herewith. He, himself, doesn't use "farm papers" and we suppose when he saw these pages that he thought that MENNEN, COLGATE, SAUER, CUDAHY, AMERICAN SUGAR REFINING COMPANY and MULFORD must be "nuts."

But the sight of these pages opened his eyes, whetted his curiosity and riveted his attention. He had promised our Advertising Manager "five minutes" but he gave him AN HOUR AND FORTY-FIVE MINUTES and—ANOTHER EXCLUSIVE CONTRACT LIKE THESE.

It stands to reason that big advertisers like these (along with their Advertising Agencies) know what they are doing. They are too old at the business to be swept from their feet with circulation "claims" and hot air. THEY GOTTA BE SHOWN! While they are all fine fellows—the truth of the matter is that they are rather "crusty" when it comes down to buying even small space—MUCH LESS PAGES.

But when one of our men gains an advertiser's serious attention, opens his portfolio and get's through—he usually comes back with what he goes after. AND WHEN HE GOES BACK AGAIN HE IS WELCOME!!

Would you like to know how to reach the rich PLANTATION HOMES OF THE SOUTHLAND? If so, let us confer jointly with you and your Advertising Agency. May do good—can't do harm.

Write for circular "Chicken Salad vs. Chicken Pox."

THE PROGRESSIVE FARMER

J. A. Martin, Adm. Mgr. BIRMINGHAM, ALA. R. B. Farris, Gen'l Representative
Raleigh, N. C. Memphis, Tenn. Dallas, Tex.

Over 170,000 Circulation weekly in "The Heart of the South"

Wallace C. Richardson, Inc. George W. Herbert, Inc.
Eastern Representatives Western Representatives

FOR THE BEST FLAVORING



SAUER'S PURE FLAVORING EXTRACTS

SAUER'S PURE FLAVORING EXTRACTS are the most efficient and most economical—being, long.

SAVE THE FRUIT CROP

We said this LAST YEAR—
We say it again

This is a year for fruit and sweets. We must find out why our crop is poor, but also why it is so. The reason is simple: we are not using the best fruit.



American Sugar Refining Company

MENNEN'S

EVERY MEMBER OF THE FAMILY
NEEDS A SPECIAL TALCUM



Mennen's products are the most efficient and most economical—being, long.

Private Concern Advertises Government's Land Sale

Uses Newspaper Space to Encourage Absentee Purchasers Where Uncle Sam Depends on His Post Offices

FOR ten years the United States Government has been selling, through the Department of the Interior's bureau of Indian lands, huge parcels of lands in South-eastern Oklahoma for the Choctaw and Chickasaw Indians.

If you are accustomed to reading the notices posted on post office bulletin boards you may have known about this. To that extent has the Government advertised these sales.

It has been left to private enterprise, however, to bring these lands more closely to the attention of the inhabitants of the United States, and private capital has employed what the Government has not, namely, paid advertising to get prospects actually interested.

Of course, this capital is not in business from any altruistic motives to help the Government sell this land; its interest in the matter will be gathered from the following account, but it has exerted itself to great lengths to sell the public on the idea of buying these lands.

The advertiser in this instance is the McAlester Real Estate Exchange of McAlester, Oklahoma. The first thing it has to sell is a service, and following purchase, it offers still other services. Its proposition is this: John Jonathan, a railroad brakeman of

Yaphank, L. I., may have a couple of thousand dollars stowed in the bank. He may yearn for independence, or not. At any rate, he doesn't read the bulletins in his local post office, but he does see a display advertisement in a New York newspaper telling about the Indian lands the Government is going to sell in Oklahoma this coming October. It is the last parcel of this land, a block of some 400,000 acres, that will be sold. He

THE UNITED STATES GOVERNMENT

Lays Before the Inhabitants of the United States an Opportunity That Only Such a Government Could Offer.

IN THE HEART OF THE MID-CONTINENT OIL BELT

THE UNITED STATES GOVERNMENT

Will Soon Offer For Sale Valuable Tracts of Timber—Grazing and Agricultural Lands—Situated Within One to Ten Miles of Railroads and Progressive Market Towns.

It is not a soliciting proposition. You do not have to live on the land. You do not have to improve the land. You pay the United States Government in ready payments. You get your deed from the United States Government and it will be the first deed ever issued for the land. The money the Government receives is paid to the Choctaw and Chickasaw Indians.

NOW COME TWO EXHIBITION AND INFORMATION CARS

Sent here by the Mail-Star Real Estate Exchange of McAlester, Oklahoma. These cars are in New York City for the purpose of getting the word out of this offer of the United States Government. These cars have to show by maps, charts and photographs how you can purchase from the Government some of the richest timber, grazing and agricultural lands in the world.

These cars are in charge of men thoroughly informed regarding every tract of land to be offered for sale. They will show you that these lands are in the very center of the wonderful oil and gas area of Oklahoma, and you can see how this property is practically bounded on all sides by the producing oil fields of Arkansas, Texas, Louisiana and Oklahoma.

Here you will learn how to buy these lands from the United States Government on easy ready payments. Here you will learn how to secure Oil and Timber leases on your property immediately after you have made your first payment to the Government. Here you will discover how every foot of this land has been surveyed and you will learn the nature of the soil, the rocks and its adaptation to the various kinds of cultivation. Here you will discover how you are guaranteed against loss in any shape or form and how you can receive your money back with 4 per cent interest immediately if you are dissatisfied with your purchase.

This offer of the United States Government is not a soliciting proposition. The representatives in charge of these Pullman Cars will explain how you can purchase these lands without leaving your New York City—how hundreds of people have bought these lands and become immensely rich through successful discoveries of oil upon their property.

REMEMBER THIS—IF YOU PLEASE.

The UNITED STATES GOVERNMENT only is selling these lands. You buy them on ready payments. You pay no taxes until the land is paid for. There is no land for sale on these cars, but you receive information how to purchase them. The lands are within one to ten miles of railroads and progressive market towns. It is not necessary to leave New York City to purchase these lands. For this \$500 capital have made an investment in these lands and become immensely rich—far more with- out having been made in Oklahoma than in any other territory law times its size. These cars are here for a short time only. Come immediately and see them.

The cars are located at
West 190th St. and Fort
Lee Ferry, Hudson River.

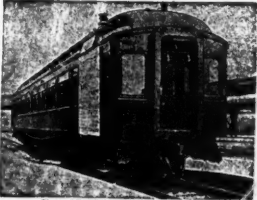
Take Broadway Subway to
Manhattan St.

and on N. Y. Central R.R.
Track No. 5 of 50th St.

2 Blocks West from
56th St. Subway Station.

Open daily from 9 A.M.
to 5 P.M.

Photo of Free Information and Exhibition Car.





H. M. Downs Printing Co.

FITCHBURG, MASS.

A Booklet, Circular or Catalog

engages the *entire* attention of the reader in *your* behalf.

Direct Advertising reaches the highest per cent of possible buyers.

We are busy but can do more.

WRITE US.

570,000 SUCCESSFUL PEOPLE

Live in enjoyment and good health within the business radius of Dayton and Springfield. They buy everything needful for pleasure and that can be profitably applied in the modern conduct of their vocations.

TO REACH THEM

Concentrate your advertising efforts in the Dayton News and Springfield News, which are read in 90 per cent of the city homes and in all neighboring towns and on rural routes. Their influence and prestige are an asset to the advertiser.

47,000 guaranteed net paid circulation daily at 7 cents per line. 32,000 guaranteed net paid circulation Sunday at 5½ cents per line.

For comparison with other mediums, see A. B. C. records.

News League of Ohio DAYTON, OHIO

N. Y.—I. A. Klein, Metropolitan Tower
Chicago—John Glass, Peoples Gas Bldg.

can't afford to go to Oklahoma to examine the ground, but the advertisement (the McAlester company's paid copy) tells him that if he will visit one of the company's exhibition cars in New York City, he will learn all about it. Our prospect decides it's worth investigating, and when he pays the car a visit the company makes him its proposition.

For the sum of \$150, less ten per cent for cash, they will render him the following services. They will act as his local agent in the purchase of any of the 40, 80 or 160-acre plats to be auctioned. He may specify about the character of a farm he wants—whether mainly tillable, grazing or timber land. He can look at maps showing the general character of the section to be auctioned, and as the general nature of the land has been ascertained by the company's crews of engineers, he is able to pick out approximately the plat or plats he wants.

Then, for his fee, the company makes him a survey of any number of plats, from a dozen to twenty-four, and submits to him a diagram of each plat, giving a topographical sketch showing what proportion may be rolling or hilly ground, how much is timbered, and what proportion is flat, tillable land. If water is present, its nature is shown on the sketch. Each prospectus also includes a soil analysis and a general scheme for what agricultural purposes the property is best adapted—fruit growing, alfalfa, corn, small grain, etc. The market location is also entered—proximity to towns, with their populations, railroad facilities, etc. With the topographical sketch is included a photograph taken on the spot.

Now if a plat strikes Mr. Jonathan's ideas of about what he wants, the company on payment of his fee will act for him in purchasing it at the auction, at the price per acre determined by the Government's survey and appraisal, based on the timber value of the land as determined by a government lumber cruise made two years ago, provided that this price is within limits specified by

THE ACID TEST

An advertising order recently received by THE PITTSBURGH POST contained the following paragraph :

"It is understood and made a part of this order that none of these advertisements are to be run on or facing the page which carries advertising that is fraudulent or questionable, whether financial, medical or any other; all advertising that is indecent, vulgar or suggestive, either in theme or treatment; that is "blind" or ambiguous in wording and calculated to mislead; that makes false, unwarranted or exaggerated claims; that makes uncalled-for reflections on competitors or competitive goods; that makes misleading "free" offers; all advertising to laymen of products containing habit-forming or dangerous drugs; all advertising that makes remedial, relief or curative claims, either directly or by inference, that are not justified by the facts or common experience; and any other advertising that may cause money loss to reader or injury to the health or morals or loss of confidence in reputable advertising and honorable business."

THE PITTSBURGH POST is one of the fortunate newspapers that can comply with these instructions and could comply with them without being reminded of its duty by the advertiser.

THE PITTSBURGH POST and **THE PITTSBURGH SUN** are among the **very few** newspapers that can carry the advertising **on any page** of any issue without violating these instructions.

After many years of consistent effort to put **THE PITTSBURGH POST** and **THE PITTSBURGH SUN** in a place where they would command the absolute confidence of their readers in the news and advertisements they print, it is most gratifying to know that the worthy advertisers of Pittsburgh and the country at large appreciate the great value of the service they get and that they are supporting these newspapers with an ever increasing volume of advertising.

Their readers are among the worth-while people of the community they serve, and respond generously to offers made them because of their confidence in the papers.

They **know** the offers are "honest."

THE PITTSBURGH POST THE PITTSBURGH SUN
(Morning and Sunday) (Evening)

Cone, Lorenzen & Woodman, Special Representatives

NEW YORK

CHICAGO

DETROIT

HOW TO PUT AN ADVERTISING MEDIUM ON THE MAP

"**P**ERMIT us to state that the results received from our one-page advertisement in the May 31st issue of Printers' Ink have proven amazingly beneficial. Several direct inquiries have been received which have led to business. We came into the field with a new combination idea; and our success we attribute solely to the one advertisement in PRINTERS' INK. It prepared the way for large results, ensured favorable audiences for our salesmen, and its direct effects are being felt even at this late date."

The Wolfe Tone Co.

The Catholic Combination, Comprising All Principal
Catholic Weekly Publications

Per G. P. PATRICK,
Advertising Manager

the prospect in his contract. The contract, however, expressly emphasizes that the company has no connection with the Government, nor has it any preferential rights to any of the lands, nor is it advertising the lands for sale. The company acts solely as local attorney and agent for the prospect.

Further, it will engage to sell for the prospect when he shall have become an owner leases for oil, gas, farming, timber or grazing privileges on the property he buys. He is required to pay twenty-five per cent of the value of his land on purchase, and if he wants to sell out before his second payment to the Government falls due, the company promises to sell the land for enough to cover his service fee, the money he has paid for the property, plus ten per cent profit. In agreeing to the arrangement Mr. Jonathan gives the company power of attorney to represent him at the sale.

Thus, John Jonathan, sitting at home, can buy a piece of land in Oklahoma for twenty-five per cent of its actual cost, and without turning a hair, can re-sell it at a ten per cent profit. Or if he wants to hold on, and the land has timber, the company will put in its saw mills, cut and sell the timber for him. If oil is present, it will arrange to have oil crews sink wells on the property, if he chooses to lease the oil rights—and the State of Oklahoma guarantees him by law one-eighth of all the oil taken from his property. Or it will lease the property for agricultural development. Sounds like easy money, doesn't it?

It will not have been difficult for the reader to discover why the company is interested in maintaining ten demonstration cars running all over the country a year before this auction sale shall take place, and why it has advertised these lands in display space in the newspapers of every locality in which these cars have stopped or are now located. No one man can acquire more than one plat of this land. But if John Jonathan wants to buy the land from his government this way, and after acquiring

A Real Chance to make some money

A company owning a new mechanical device has,

within six months of hard trade conditions, installed over 250 machines, which are in satisfactory operation and secured signed contracts for over 150 additional machines upon a basis which will show a profit. Each additional sale will add to its income and mean growing profits from now on. Ninety per cent. of its customers were secured on first solicitation. They are enthusiastic in praising the machine, now that they are using it, and others in the same line of business are asking to have a salesman call.

The \$30,000 already invested has carried the business beyond the constructive and speculative stage. The company can use about \$20,000 more, and there is every indication that it will return an unusual profit. The machine on which the business is based is doing in the news and advertising field what the phonograph and similar duplicating machines have done in theirs. This machine halves the cost of producing a practical necessity. The \$20,000 will be received in amounts of \$500 or larger at \$100 per share for the 7% cumulative preferred stock with a liberal bonus of common stock. Two additional branches of the business are about to be developed which should show large profits with small outlay.

This is a genuine opportunity to invest in a business which will soon be favorably known all over the country. It is managed by experienced, capable, clean-cut men. If interested, write for detailed information. Address P. L., P. O. Box 63, New York

C A T A L O G S	<p>PROCESS COLOR</p> <p>CHARLES FRANCIS PRESS is especially equipped to handle and expedite orders for high grade PRINTING Service—the best</p> <p>PRINTING CRAFTS BUILDING Eighth Ave., 33rd to 34th Sts. NEW YORK</p> <p>HOUSE ORGANS</p>	B O O K L E T S
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Are You the Man We Want?

This organization is successful, and growing rapidly with almost unlimited possibilities for development immediately ahead. We require several big calibre men as salesmen and district managers.

If you are the type of man we want—if you measure up to the requirements outlined below, this, we believe, is the opportunity you have been seeking.

1. The men we want must be experienced in organizing and handling a selling force made up in turn of high grade men.
2. They must have a genuine understanding of the broader phases of present-day business.
3. They must be men of strong personality, able to meet big business men and *talk to them so they will want to listen.*
4. They must be men of record—and they must be able to demonstrate their ability.
5. They must be men who will not be satisfied with incomes of less than \$4,000 to \$10,000 a year.
6. They must be men who are able to finance themselves during a two weeks training period.

What We Offer in Return

Our work consists of installing modern methods of advanced business training for executive officers, department heads, salesmen, correspondents, and others in progressive concerns.

The results achieved are remarkable and the organization has acquired a notable prestige. The company is not an old one, but it has already reached a point of growth which speaks volumes for the possibilities ahead of it.

If you measure up to the standards outlined above, write us fully. Tell us what your training and experience have been. Outline to us your business record.

In return we will gladly give you full details and if it proves mutually desirable, we will arrange for an interview. All correspondence will be held absolutely confidential. This is a ground floor opportunity which cannot long be held open.

Tell us your whole story in your first letter and we will tell you ours if you measure up to the standard outlined. Write at once. Address our advertising agents, Ruthrauff & Ryan, Dept. 208, 404 Fourth Ave., New York, and they will place you in touch with us.

it, wants to sell it or lease it for any purpose, there is nothing to prevent him from doing it. If he should want to prospect for oil himself, he could "run a well" for something like \$25,000 to \$30,000. Of course, it might be better to get eight-eighths of the oil, rather than one-eighth. But he only had \$2,000 to begin with, and the other course is simpler.

The advertising copy for this company is interesting. One display leads off:

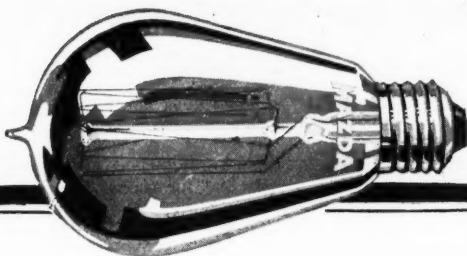
"Horace Greeley said it: Abraham Lincoln sanctioned it: Woodrow Wilson advised it: the United States Government invites it: 'Go West—Young Man—Go West!'"

The copy states that the property is surrounded by oil belts that are producing more than one-quarter of the world's supply of oil.

"Will you be independent?" it continues. "Will you throw off the cares and trials of a life of effort and worry? Will you listen to the story of Roy Johnson—a printer; Edwin Galt—a clerk; A. T. McGee—a carpenter—each of whom made a cold million dollars on an investment of \$175 apiece? Do you care to know about M. Muselman, a Syrian rug peddler, who paid \$300 for 72 acres and is today worth \$2,500,000? * * * Take this into consideration: Oklahoma has made more millionaires than any other territory in the world ten times its size."

In its demonstration cars, that carry a force of about six men apiece, the company has exhibits of crops grown in the section, broom straw, cotton, etc., as well as preserved specimens of fruits and vegetables, of first and second crop potatoes, etc., in glass exhibition jars. Large panoramic photographs of bonanza farms under cultivation that sold originally for around \$4.50 an acre, or of the oil regions under development, are a part of the display. The cars will be coming in from the road shortly, as the date for the sale approaches.

Fred R. Lufkin has opened an advertising office in Elgin, Ill. He has been with Walter B. Snow and staff, Boston, for two years.



What lies back of the brilliance of a MAZDA lamp? All the facilities of the world's greatest lamp-makers supporting the standards set by MAZDA Service.

THE MEANING OF MAZDA

MAZDA is the trademark of a world-wide service to certain lamp manufacturers. Its purpose is to collect and select scientific and practical information concerning progress and developments in the art of incandescent lamp manufacturing and to distribute this information to the companies entitled to receive this Service.

MAZDA Service is centered in the Research Laboratories of the General Electric Company at Schenectady, New York.

The mark MAZDA can appear only on lamps which meet the standards of MAZDA Service. It is thus an assurance of quality. This trademark is the property of the General Electric Company.



RESEARCH LABORATORIES OF THE
GENERAL ELECTRIC COMPANY



MAZDA

"Not the name of a thing, but the mark of a service"

Keeping the Raw Material Up to Standard

How Heinz, Bradley Knitting Co. and Others Are Guarding the Source of Supply

IN twenty-four states of the Union it is said there will be a surplus of perishable foodstuffs this season. Nevertheless, experienced packers and canners are inclined not to favor the Government's proposal that they take measures to save these perishables by preserving and canning them for later use. It is not lack of patriotism that is responsible for this, but the fact that raw materials must be known all about, nowadays, before they are allowed to become ingredients of standard, advertised brands of food products. It is well known that advertisers are thus obliged to scrutinize most carefully the materials they use, but the latest action of the packers is informing as added evidence. Manufacturers who are tempted to lower the quality of their product, which has secured a reputation for uniformity, will be especially interested in the packers' course of reasoning.

When the U. S. Department of Agriculture discovered in July that an overproduction of perishable food commodities was imminent, acting upon the advice of A. D. Lasker, of the Lord & Thomas advertising agency, it called into conference at Washington a number of leading packers and canners. One object of the summons was to secure the advice and co-operation of these executives with respect to a final supreme drive in behalf of home canning, but incidentally it was sought to bring to the attention of these manufacturers surplus raw material which it was thought they might utilize commercially.

Almost without exception the business men who were summoned to Washington agreed to aid the Government in any way possible to save the perishables. For the most part they displayed no fear that the home-made product appearing in unusual quantity

would impair the commercial market for their branded wares, and under the chairmanship of Mr. Lasker there was organized an advisory committee that enrolls such practical men as W. M. Wilkes, of the Van Camp Packing Company, and H. W. Phelps, vice-president of the American Canning Company. Despite their sympathy, however, with the Government's efforts for food conservation, these experienced food advertisers declined for the most part to handle any part of the surplus crop.

They explained at some length to Government officials how much care the producer of a standard food specialty has come to exercise with respect to his raw material. It was pointed out, for instance, that a manufacturer with valuable brand names to safeguard not only has intimate knowledge of the source of his fruit and vegetables, but that supervision extends to every stage of production. For example, it is now common practice for canners to furnish to the growers who supply them, all the seed from which contracted vegetables are to be grown.

Facing an unprecedented demand for canned goods, leading canners and packers therefore declined to turn a hand to utilize fruits and vegetables that Uncle Sam pointed to as threatened with loss. This was all because the canners would not risk attempting to mesh this surplus raw material with the standards of their product as established through long-time advertising.

CALLED IN GOODS ON DEALERS' SHELVES

The zeal with which advertisers are guarding the reputation of their products is further witnessed by the recent action of the Wells & Richardson Company, maker of Diamond Dyes. The company "called in" the product put out in

An Increasing Business

has come to us because we have produced results for those whose advertising we handle.

We would be pleased to confer with those who are interested in securing personal, sincere and effective service.

**THE ALBERT P. HILL CO., INC.
ADVERTISING
PITTSBURGH**

EXPERT OPINION

"And I say intensive newspaper advertising is warranted and advised when your distribution in localities is large enough to justify it." *Expert A.*

"To get a large distribution in any locality use direct intensive local daily newspaper advertising." *Expert B.*

IN NEW ENGLAND LOCAL CITIES

If you want distribution in these cities make your advertising contracts with the local daily newspapers for a space sufficient to put the campaign over. Usually about 500 inches or 7000 lines will put your distribution across.

Then the Excellence of your Goods, the Selling Power of the Local Daily and the Friendship of the Merchants, will bring about the sales you desire.

Any one or all of these fifteen cities can be used as a trial ground.

BRIDGEPORT, CT. **POST and TELEGRAM**
Daily Circulation 32,219.
Population 150,000, with suburbs 220,000

NEW HAVEN, CT., REGISTER
Daily Circulation 19,414
Population 150,000, with suburbs 175,000

NEW LONDON, CT., DAY (Evening)
Daily Circulation over 9,500—2c copy
Population 25,000, with suburbs 60,000

MERIDEN, CT., JOURNAL
Daily Circulation 5,386
Population 37,265, with suburbs 50,000

WATERBURY, CT., REPUBLICAN
Daily Circulation 9,534
Population 73,144, with suburbs 100,000

AUGUSTA, ME., JOURNAL
Daily Circulation 10,068 net paid
Population 13,211, with suburbs 75,000

PORTLAND, ME., EXPRESS
Daily Circulation 21,247
Population 58,571, with suburbs 75,000

BURLINGTON, VT., FREE PRESS
Daily Circulation 10,184 net A. B. C.
Population 22,000, with suburbs 40,000

MANCHESTER, N. H. **UNION and LEADER**
Daily Circulation 25,000
Population 75,063, with suburbs 150,000

FITCHBURG, MASS., SENTINEL
Daily Circulation 5,192
Population 39,656, with suburbs 150,000

LYNN, MASS., ITEM
Daily Circulation 13,227
Population 89,336, with suburbs 100,000

NEW BEDFORD, MASS. **Standard and Mercury**
Daily Circulation 20,949 net paid
Population 109,000, with suburbs 120,000

SALEM, MASS., NEWS
Daily Circulation 18,732 net paid
Population 43,697, with suburbs 150,000

SPRINGFIELD, MASS., UNION
Daily Circulation 33,104
Population 100,000, with suburbs 250,000

TAUNTON, MASS. **DAILY GAZETTE**
Daily Circulation 5,721 net paid A. B. C.
Population 38,000, with suburbs 53,000

EACH OF THE NEWSPAPERS here named is a power in its home community.

the days of uncertainty following the halt on the importation of German colors and replaced that stock with fresh goods, eloquent of American triumph in the manufacture of dyestuffs.

Exigencies of the war are operating to compel many other manufacturers to give more intimate attention to raw materials. Because of the world-wide shortage of wool, the Bradley Knitting Company, of Delevan, Wis., recently launched "Bradley Sheep Clubs" to encourage sheep raising. The same scheme, in slightly different form, has been adopted by another well-known advertiser, F. A. Patrick & Co., of Duluth, which is promoting the Patrick-Duluth Boys' Sheep Clubs.

The firms that promote sheep clubs purchase pure-bred sheep, which are turned over to club members on very advantageous terms—say an arrangement that permits a lad to pay for his sheep any time within five years, and in the meanwhile be eligible to compete for all the prizes that are offered for the best fleeces—but the whole arrangement is conditional on an agreement on the part of each boy to sell all the wool produced to the firm that has financed him, the junior sheep raiser to receive, of course, current market prices.

As an indication of the interest that is being developed in these clubs, the Bradley company in six days received requests for information from 600 dealers. Requests have also been received for more than 65,000 booklets relating to the club.

The H. J. Heinz Company has gone to great lengths to raise the standard of the ingredients which enter the products of their manufacture. The pickle output has been gravely threatened with various diseases since 1912. In 1913, realizing that something must be done, the Heinz interests arranged with the University of Wisconsin and the Michigan Agricultural College to establish Heinz scholarships. The occupants of these chairs have devoted all their time to study of pickle diseases and at the same time the

PORTLAND MAINE

A place for trial campaigns.

A nursery for beginners.

A proving ground to make sure.

As an advertising campaign has been likened to a play because you never can tell how either will pull till the audience passes on it—it would be worth while to try out your campaign on an

EVENING EXPRESS

audience. There are 22,462 of them and with their families nearly 90,000. When they have passed on your campaign you have a line on the sentiment of the entire country.

The Julius Mathews Special Agency
Boston—Chicago—New York

busy
every tick
of the clock

BRIDGEPORT CONNECTICUT

keeping
step
with the city
the

Post and Telegram

Connecticut's Largest Circulation!

The Julius Mathews Special Agency
Boston—Chicago—New York

You may find this Man an asset on your payroll

He has over five years agency and eighteen months newspaper experience in copy, merchandising and sales-promotion work covering a wide range of general, highly technical and retail accounts.

His references are *remarkable*. These, together with specimens of his work are convincing proof of unusual ability and character.

His services are available NOW to some manufacturer, merchant, advertising agency or newspaper (preferably, but not necessarily near New York, Philadelphia or Baltimore) who should benefit by his advertising experience and ability.

It may pay you even to CREATE a position for this man. At least INVESTIGATE. He is 25 years of age, (Rejected by army). Single. Write NOW, "G. F." Box 321 care Printers' Ink.

Wanted: Agency Salesman

A NEW YORK advertising agency—fully recognized—seeks an advertising salesman. One of the members of this firm will soon serve under the National colors. We need a man who can not only sell advertising because he has done it before, but one who will continue to help serve the accounts that are now on our books. We prefer a man who is presently employed doing this very work and can bring with him recommendations of recognized people in the advertising profession.

We will pay the right salary to the right man, and add commissions for additional business he must secure. This is a big job and unless you are equal to it save our time and yours. You must be ready to take up this work at once. Answer by mail giving full particulars and why you think you are equal to the job. State your age, salary expected, etc. Your mail will be treated confidentially.

"A. F." Box 324, care Printers' Ink.

company has had special men in the field pursuing similar investigative work. Ultimately the problem was brought to the attention of the Government, and Federal aid enlisted, but it is understood that in the past two years Heinz has put \$67,000 into the work.

Baker Teaches Housewives to Economize

Late in June, the General Baking Company, of Boston and other cities, said to be the largest in New England, opened an intensive campaign to help the public and the retailers to get accustomed to the rule which went into effect July 10 that unsold bread could not be returned to the baker. This is a nation-wide movement, part of Herbert C. Hoover's food conservation campaign. The campaign of the General Baking Company consisted of a series of letters to the retailers, and a series of newspaper advertisements to reach the housewives. The newspaper copy urged the necessity of saving bread, and advised the housewife either to place a standing order, or to order a day ahead of time so that the retailer would not be overstocked. It is said that the bakeries have already reached a point where they have a reliable balance-sheet of demand placed before them every day, and the saving promises to be tremendous. The General Baking Company copy also centered upon the advantage of buying their "Mrs. Walker's Prize Bread," said to keep an unusually long time. "Two Ways to Save Bread and Win War" is the headline of a typical advertisement, which continues:

"Women of New England are awake to the fact that 'food will decide the war.' They are aware also that the world's prime food factor is wheat. Wheat means bread.

"There are two ways of saving bread for war. First, order it daily in advance, or by standing order, in accord with family needs. That does not mean using less bread, but *wasting none*. Second, eliminate the waste likely to result from home-baking.

"Home-made bread is bound to grow stale between bakings. Then it comes to the table in form of toast—perhaps buttered. Usually too much is toasted. What becomes of the surplus?

"Every day many New England households are being added to the long list regularly supplied with Mrs. Walker's prize bread. One of this bread's chief advantages is the way it holds its milk-made moisture.

"Mrs. Walker's prize bread does not 'stale' like others.

"If you don't already know this bread get acquainted *now*—thus help save bread and win the war."

Other successful copy was written "in the first person" by a slice of bread, and a sack of flour. Most of the copy carried in the margin a brief message on saving, quoted from Mr. Hoover or some other authority.

Pacific Ad Men at Government's Service

The Pacific Coast Advertising Men's convention, in session in Oakland, Cal., last week, elected officers as follows for the coming year: President, Charles F. Berg, Portland; first vice-president, W. D. Wadley, Los Angeles; second vice-president, David Matthews, Stockton, Cal.; third vice-president, J. C. Thompson, San Diego, Cal.; secretary-treasurer, W. P. Strandberg, Portland. Portland was selected as the 1918 convention city.

A resolution was adopted offering the professional services of advertising men on the Coast in promoting campaigns of the Government which may be conducted during the war.

Directors for Representatives' Club

Seven directors have been elected by the Representatives' Club, New York, for the coming year. They are: Victor Whitlock, of *Century*; L. A. Gillette, of *Century*; J. H. Livingston, Jr., of *Town and Country*; C. S. Plummer, of *Metropolitan*; A. M. Dingwall, of *Town and Country*; J. W. Davidson, of *Leslie's Weekly*, and Nigel Cholmeley-Jones, of *McClure's*. Of these Mr. Whitlock and Mr. Plummer were members of the retiring board, and Mr. Cholmeley-Jones is the retiring president.

Vice-President of W. F. Long Company, Inc.

A. R. Lowe has purchased an interest in and been elected vice-president of the W. F. Long Company, Inc., of New York and Chicago, representing a number of Canadian publications. He has had experience in the past in representing publications of Canada.

Elected President of Publishing Company

S. T. Salmund, general manager of the Monetary Times Publishing Company, Toronto, publisher of the *Monetary Times*, *Canadian Engineer* and other technical papers, has been elected president of the company.

National Advertising Commission in Indianapolis

The headquarters of the National Advertising Commission of the A. A. C. of W. has been transferred to Indianapolis, with office in the Merchants' Bank Building.

Promotion for M. D. Sackheim

M. D. Sackheim, account manager for the Ruthrauff & Ryan Advertising Agency, New York, has been elected secretary and a director of the company.



Men Who Know Paper Values

Men who know paper values always find in TICONDEROGA SPECIAL MAGAZINE (for halftone printing), and EGGSHELL BOOK (for type and line cuts), the exceptional quality at the price that wins their approval. Our large volume of production has enabled us to take advantage of many manufacturing economies, and to attain the highest possible degree of uniformity. Before deciding the paper problem on any circular, folder, booklet or catalog job, write us for complete printed specimens of TICONDEROGA PAPERS.

TICONDEROGA PULP & PAPER COMPANY
200 Fifth Avenue New York

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9. Murray Hill. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 1720 Lytton Building, 14 E. Jackson Blvd., J. C. ASPLEY, Manager.
New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Detroit Office: 709 Free Press Bldg., KIRK TAYLOR, Manager. Telephone Cherry 3262.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 43.

London Office: 16 Regent Street, S.W., G. W. KETTLE, Manager.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, \$75; half page, \$37.50; quarter page, \$18.75; one inch, \$5.60. Classified 40 cents a line—net. Minimum order \$2.00.

JOHN IRVING ROMER, Editor

NEW YORK, AUGUST 2, 1917

Advertising to Stave Off Government Competition

The good business man of today, by applying logic, or common sense, if you please, to the trend of current events, is able to look into the future of his industry and get a glimpse there of the troubles that may be waiting for him. Having thus anticipated the problems that lie in his path, he can then make plans to meet them. This is often accomplished through advertising. One of the things that it does is to strengthen the advertiser for struggles that he may have to make some time in the future. Concerns, who have entrenched themselves behind a bulwark of consumer good will, are usually able to weather any crisis that may come up.

On the other hand other concerns refuse to see the necessity for advertising until full panoplied trouble is right on top of them.

Advertising is often called on to get a company or an industry out of a predicament, which it could have avoided if it had advertised soon enough. Right now the life insurance companies should be giving some attention to this subject. They should be sifting current trends to see if they do not portend developments that may give the companies some serious problems to deal with in the not very distant future.

It has been announced that the Government proposes to insure the lives of the soldiers and sailors that go to war.

Different plans have been proposed. One plan that was considered was for a sort of co-operative policy between the Government and the life insurance companies. The plan, however, that has been most seriously discussed is the one submitted by Secretary McAdoo. This proposal calls for the Government underwriting insurance on enlisted men at the uniform rate of eight dollars per thousand dollar policy. The insured are to pay the premium and no policy is to be for more than ten thousand dollars. It is claimed that this plan would involve the Government in the insurance business permanently.

However, it is not the present intention of the Government to usurp any of the normal functions of the companies. Its purpose is merely to supply itself with a scientific insurance plan that would supplant the archaic and cumbersome pension system.

Representatives of leading insurance companies attended the conferences in Washington when these proposals were discussed. It is said that in general they favor the idea of the Government taking over these hazardous war risks. They, however, object to certain phases of Mr. McAdoo's proposal, particularly to the large amount of insurance which the plan would permit the men to carry. These experts say that the Government should insure each soldier and sailor for only one thousand dollars and not ask the insured to pay any premium. The

plan is now being revised once more, in light of these suggestions, and it is likely that the President will shortly submit the new draft to Congress for its sanction.

In any event, the question as to whether or not the Government will become a permanent competitor of the life insurance is by no means settled.

It is a firm conviction among well-informed people that many of the activities now being undertaken by Uncle Sam as war measures will be continued after peace comes. With its war experience as a precedent, many feel that sooner or later the Government will be experimenting with insurance on the lives of civilians. Not a few life insurance men are of this opinion themselves.

But regardless of whether or not Governmental life insurance is a probability, the companies should advertise. It will fortify them not only against possible Government competition, but against any other crisis that the future may bring forth. Advertising will build good will for the business and make people want insurance. As it now is most people have to be forced to buy it. Policies are hard to sell because the salesmen have to do all the missionary work. Advertising will relieve them of this task, and leave them to do the actual work of selling. It will thus decrease the cost of getting business and hence make it possible for the companies to compete with the Government, should it turn out to be a competitor. In starting a broad, constructive, educational advertising campaign *now* the life insurance companies would have everything to gain. Advertising would make it easier for them to get immediate business and it would probably stave off any trouble that threatens.

The Poultry Situation and Advertising

In one of his African hunting stories, Stewart Edward White explains how easy it is to "bag" a rhinoceros. All you have to do is to make your presence known, and then as

the great lumbering beast charges down on you, wait until he lowers his head to toss you on his horns and let him have it—just beyond the back of the neck. If you can imagine this scene, as White describes it, with the hunter calmly standing there waiting the onrushing beast, and then picture him armed only with a .22 calibre rifle, you have a close parallel to the advertising comedy being enacted in Chicago by the Wholesale Dressed Poultry Dealers.

According to government figures, the poultry men have been caught napping this year with 51,489,359 pounds of poultry in cold storage. This is about 46,000,000 pounds more than was in cold storage this time last year. The excess is due to the hope of a deluge of European orders which did not materialize, and big crops of other foodstuffs. Each day sees the price of chicken steadily drop; each day the inevitable loss which the holders must shoulder mounts to greater proportions. In desperation the Chicago holders turned to advertising. Perhaps advertising, the Aladdin's lamp of business, could save them. *So they appropriated the magnificent sum of \$3,000 for newspaper advertising!* Three thousand dollars to move 10,000,000 pounds of poultry before the bottom drops out of the market altogether, and before low prices cripple poultry production for the coming year!

With dressed poultry wholesaling at twenty cents a pound, \$150,000 would have been the very least which the Chicago poultry men ought to have invested in newspaper advertising. Even that sum would be small compared with what the average department store appropriates for moving top-shelf goods. Yet these men expected that \$3,000 would unload their warehouses within a few weeks!

We have no desire to appear sympathetic toward these speculators in foodstuffs, and this is not written either to justify their actions or their position. But we do want to point out here that there is altogether too much hunting of rhinoceros with squirrel guns among advertisers to-day. The

Chicago Wholesale Dressed Poultry Dealers are no worse than thousands of others. You will find on every hand these campaigns; campaigns which are totally inadequate for what they are expected to accomplish. They are a waste to the advertiser and an injustice to the cause of advertising. They are twelve-dollar-a-week salesmen trying to put over hundred thousand dollar deals. It is high time that some advertisers developed a better sense of proportion.

The Advertising Opportunity Before the Canners

Seldom has such a combination of circumstances favored an industry as those that now lie before the canners. With practically the whole world anxiously concerned about its food supply, never before did such an opportunity face those who have food to sell. Especially ripe is the opportunity for those who have food that in normal times was not consumed as extensively as it should have been. People get into ruts in eating as in everything else. They have their favorite dishes. Often they dislike those foods to which they are not accustomed. This is natural, for it is a fact that the appetite craves those things on which it is fed.

Hence normally it requires a good deal of educational effort to get people to change their diets. While necessity now gives a different phase to the situation, it is still true that most people will continue to eat their favorite foods if they can get them. Meat and the cereals are the most popular articles of diet. Therefore, Mr. Hoover's big job is to get people eating less meat and cereals, which are relatively scarce, and to get them eating more fruits and vegetables, most of which are in abundant supply. Right here is where the canners can step in and not only boost their own cause, but also powerfully help in backing up the Government's food conservation campaign.

As the foregoing facts show, the canners now have the one kind of

food that will stand the strongest selling pressure. Vigorous educational advertising at this time would give canned goods a position in the market which they have never occupied before. Such advertising would vastly increase the per capita consumption of canned fruits and vegetables, and thus ease the demand on the foods which have to be conserved. It would remove the market glut, which is said to exist as a result of the war stimulus that was given to garden production this year.

Why is this protruding opportunity overlooked by the big canners' associations? With such a chance dangling before them, is there any real reason why they should not advertise? Appointing committees on publicity, as the Western Canners' Association did the other day, is not going to help their case to any extent. It has been proved in hundreds of instances that as a selling force mere publicity is ineffectual. What the canners should do is to hit the line hard, and the only way they can do that is by the employment of real honest-to-goodness advertising.

Indecision in agreeing on modern marketing methods is one thing that has long held the progress of the canning industry in leash. Are the canners now going to cut the leash or are they going to sit back and let this opportunity of a lifetime slip by?

Penn Railroad Will Employ Older Men

The Pennsylvania Railroad has suspended temporarily the regulation covering the age limit for employment, in view of the fact that many of its younger employees will soon be called into military service. The rule heretofore in force prohibited the hiring of new employees in any branch of the service above the age of 45 years. Under the new rule persons between the ages of 45 and 70 years may be employed during the war and for a period of six months thereafter. Inasmuch as such employment is not to be considered permanent, it will not carry with it the privileges of the pension department.

Archibald With "Photoplay"

Edward F. Archibald has resigned as secretary of the Charles Advertising Service, New York, to take charge of the Eastern office of *Photoplay Magazine* in the same city.

*To the American Manufacturer
Who May Be Interested in*

THE MARKETS OF EUROPE

For the benefit of manufacturers of American-made products who may wish first-hand and authoritative information upon the question of introducing and establishing their goods in the countries of Europe at the close of the present war,

JEAN H. FULGERAS

as associate of this Company, will be open for definite appointments during the latter part of August and all of September, 1917.

Because of his extended experience and his knowledge of conditions obtaining in practically every standard industry in the European field, and by reason of his association with the undersigned—the largest sales and advertising organization on the Continent—Mr. Fulgeras is perhaps better equipped than any other individual to advise with the executives of American houses upon this subject.

Throughout his visit to America, Mr. Fulgeras will make his headquarters for the United States at the offices of Collin Armstrong, Inc., 1463 Broadway, New York City,—and his Canadian headquarters, with Smith, Denne & Moore, Ltd., Lumsden Building, Toronto, Canada. Appointments may be made with him by mail, no obligation involved, at either of these addresses.

Société Européenne de Publicité

French Ltd. Co. Capital 5,000,000 Francs

Operating the amalgamated advertising agencies of
John F. Jones—M. & P. Mery—C. O. Communay.

10 Rue de la Victoire Paris, France

Cable Address—Sepublicit, Paris

Popular Mechanics Magazine
is for sale on more news stands
in the United States and Can-
ada than any other Magazine

Total News Stands - - 39,818
Popular Mechanics sold by, 34,859

Follow the lead of the World's
greatest adver-
tisers—

**POPULARIZE
YOUR TRADE
MARK**

Send illustration for
quotations—

Our booklet, *Success-
ful Advertising Ideas*
—FREE

**The Old King Cole
Papier Mache Co.**
Canton, O.



We reproduce this
familiar Trade Mark

Lincoln Freie Presse

GERMAN WEEKLY

LINCOLN,

NEB.

Prints nothing but original matter, and
brings an abundance of articles and items
of special interest to German-Americans,
which accounts for the immense popular-
ity of the paper in the German settle-
ments everywhere.

GUMMED LABELS

FOR

*Your Parcel Post
and Express Shipments*

Insure the prompt delivery of your mail and express ship-
ments by typewriting the name and address of the consignee
on a label bearing your business card.

MCCOURT GUMMED LABELS IN PERFORATED ROLLS
Are printed for addressing on your typewriter. Gummed
labels in rolls are more convenient and economical than the
old style flat and loose label. Buy your gummed labels of
gummed label specialists.

Send for full particulars and catalogue

MCCOURT LABEL CABINET CO.
H. H. BLACK, Pres.

53 Bennett St.,

Bradford, Pa.

Death of Gen. Harrison Grey Otis

General Harrison Grey Otis, presi-
dent, general manager and editor of the
Los Angeles *Times*, died of heart fail-
ure on July 30. Although over eighty
years of age, he had been at his desk
nearly every day for several weeks past.

General Otis served in the Civil and
Spanish wars, and was brevetted major
general at the close of the latter.

He acquired an interest in the Los
Angeles *Times* in 1882. Under his
management the newspaper became one
of the foremost on the Pacific Coast.
Because of the service General Otis and
the *Times* rendered Los Angeles, the city
placed on the walls of the *Times* build-
ing a tablet acknowledging its debt to
him.

He was a bitter foe of Union labor
and opposed the great railroad strike on
the Pacific Coast in 1894 with such
vigor that he was threatened with lynch-
ing. Subsequently the *Times* building
was dynamited and twenty-five employees
were killed and nineteen injured.

It is understood that Harry Chandler,
the son-in-law of General Otis, who has
been business manager of the *Times* for
several years, will succeed as general
manager of the property.

State Council of Defense Advertises

Flour millers and grain companies of
Texas are conducting a campaign in
farm papers for increased wheat acre-
age. The advertisements are prepared
and placed by the Southwestern Ad-
vertising Company, of Dallas, Tex., and
are signed by the Texas Industrial Con-
gress and the Texas Council of De-
fense. Large space is used, and there
will be four pieces of copy in the cam-
paign.

There is a strong patriotic flavor both
in the text and illustrations of the ad-
vertisements. "Wheat for Patriotism
and Profit" is the heading of one ad,
Others are "The War With Wheat,"
and "Fighting For You—Will You Let
Them Starve?"

Advertising Seils War Loan Certificates

Advertising comes in for its share
of credit in the sale of more than 130,
000 War Loan Certificates in Canada in
less than a year. The certificates are
in denominations of \$25, \$50 and \$100,
and have been sold largely to wage-
earners and minors.

Carl T. Bixby With Raleigh Newspaper

The Raleigh, N. C., *News and Ob-
server* has appointed Carl T. Bixby to
its advertising staff. He was formerly
with the Dapprich Advertising Agency,
of Richmond, Va., and the George A.
Deatal Agency, of Baltimore.

Advertising Activities on the Pacific Coast

W. A. Thomson, director of the A. N. P. A. Bureau of Advertising, who has just returned from an extended trip to the Pacific Coast, says that the tremendous boom in the lumber industry occasioned by the exceptional activity in ship building has stimulated all kinds of business in that section of the country. "A year ago the demand for lumber had fallen off to such a degree that the dealers were in the dumps," he continued. "Plans were being considered for a big advertising campaign when under the spur of war conditions the ship yards began to get orders for large numbers of vessels of various kinds. This started the demand for lumber, which, I understand, has reached the highest point in years."

"The California Prune and Apricot Association, with headquarters at San Jose, which includes in its membership 80 per cent of the growing of these fruits, is determined to create a wider market for their products through advertising. It has, however, a number of local problems to solve before it can make much progress in this direction. Just now the association is trying to select a satisfactory brand name."

"The California Peach Growers, Inc., with 6,000 members, packers of the Blue Ribbon brand of dried peaches, are contemplating an advertising campaign to popularize the product. The association is marketing peeled peaches, an innovation in the dried peach market."

"The loganberry-juice business is growing at a great rate. The product, I am told, promises to become as popular as grape juice. The Northwest Fruit Products Co., makers of 'Loju' and 'Applju,' which has done considerable newspaper advertising, is now extending its territory. The Pheasant Fruit Juice Company, which has confined its publicity to the magazine, is planning to include newspapers in its next advertising campaign. It looks to me as though considerable new national advertising will be developed during the next year by the Pacific Coast concerns that are seeking a wide distribution of their products."

New Agency in Canada

The Maritime Advertising Agency, Limited, has been incorporated to carry on the business of publishers and advertising agents. The capital stock is \$10,000, and the members are H. V. MacKinnon, A. E. McGinley, and Stanley DeW. Granville, all of St. John, New Brunswick. The head office of the firm will be at Rothesay, N. B.

Added to Staff of Ryan & Inman

J. C. Henderson and William Mendelsohn have joined the soliciting staff of Ryan & Inman, publishers' representatives, at their Chicago office. They have both been engaged in the past in the publishers' representative field.

Chance a Dollar on Tim Thrift

It won't break you—and he'll send you his new direct-mail magazine, *The Mailbag*, for a year. If you aren't satisfied that every issue's a dollar's worth, you can have your money back.

If you want to keep advancing in your knowledge of direct-mail advertising—if you want to know the plans, schemes, ideas, stunts, with letters, folders, booklets, enclosures, broadsides, mailing cards, that have won for other men—if you want the biggest dollar's worth you ever bought—write your name and address on the margin—attach a dollar—and mail it to TIM THRIFT, The Mailbag Publishing Company, 1800 E. 40th St., Cleveland, Ohio.

Largest Circulation of Any German Catholic Weekly—38,700

ST. JOSEPHS-BLATT

SAINT BENEDICT, OREGON

Founded 1888—Reaches Rural and City
Population all over the Union

CLIMAX
SQUARE-TOP
PAPER CLIPS
PATENTED DEC. 12, 1916

Highest in QUALITY, Lowest in PRICE.

Packed 10,000 to box

10 M	15c	Per M
50 M	10c	" "
100 M	8½c	" "
500 M	8c	" "
1000 M	7½c	" "

Packed 1000 to box, 2c per M extra.

BUFFALO AUTOMATIC MFG. CO.
457 Washington St., Buffalo, N.Y.

The Wichita Eagle

The Wichita Eagle desires to notify advertisers and agencies that about August 6, it will change from seven columns of 13 ems to eight columns of 12½ ems and requests that electrots and matrices should be supplied accordingly.

adopts 8 columns
12½ ems width

The Little Schoolmaster's Classroom

ONCE more the Schoolmaster has been called upon by an aspiring youth who is anxious to break into the advertising business and wants to know the combination.

It happened about a month ago, and this time it was the room clerk in a New Jersey hotel. He is a bright young man and ought, with the proper start, to make good in any calling that might interest him. He said his position gave him an excellent opportunity to do work on the side, for he was on duty behind the desk only eight hours out of the twenty-four, and didn't want to loaf when off duty.

The Schoolmaster took lunch with him and tried to draw out of him just what he thought advertising was all about. The answer was inevitable. Why, advertising was writing copy and laying out ads. He supposed there were books that told how to do these things, and he wanted particularly to have the Schoolmaster give him a list of such books. Also, he wanted, inevitably, to have some real or imaginary business assigned to him so that he might write advertisements and submit them for criticism.

* * *

He got his assignment all right, but it surprised him. It was—again inevitably—to advertise *his own hotel*—to consider that he was the proprietor of the hotel and had on his shoulders the entire job of making that hotel more successful, of “selling” it not only to the traveling public, but to the people of the city. His attention was called to the fact that his hotel had a ballroom that was not in use every night, a grill room that ought to get the patronage of a larger number of business men at luncheon and that might be put to some use during the afternoon in a city the size of the one in which the hotel is located; a banquet hall which was only fairly well booked up, though there were numerous banquets held elsewhere

in the city; a billiard-room, a barber-shop, a fashionable dining-room, excellent parlors for receptions, a small hall for private dances, and a vacant retail store in the corner of the building which was one of the best corners in the city, but seemed to be hard to rent.

* * *

These things the young man had not thought of; in fact, that advertising had anything to do with such problems was a new idea to him. By advertising he meant advertisements for breakfast foods or soap, electric washing machines, or else the advertising of a department store. As for his hotel, he had thought of it as the best in the city, secure in its position, and growing in favor. It was true, he admitted, when the features mentioned above were pointed out to him, that there was room for tremendous growth, and that to develop these features of the business would be most profitable. So much for that. He would think it over. Now as for books.

He was surprised when the Schoolmaster refused to recommend any books to read at first, but rather told him that his job behind the hotel desk was one that made it possible for him to study human nature, the most valuable “book” in the whole library of advertising, at first hand, and that many a high-calibre advertising man would give many dollars if he could have this first-hand contact with the public.

* * *

That was two months ago. The other day the Schoolmaster walked into that hotel and was greeted heartily by the room clerk, though he seemed a bit embarrassed. “I want to tell you that you gave me a big job when you told me to plan an advertising campaign for this hotel,” he said. And then, apologetically, he added, “I haven’t been able to do anything in the copy line yet, because

The Rapid Electrotpe Co.

W. H. KAUFMANN, President and General Manager

Makers of all kinds of Advertising Plates and Trade Cuts, including Stereotypes and Mats, by the wax or Dr. Albert Lead Mold Process. Sole owners of U. S. Letters Patent on Aluminotype.

New York Cincinnati Chicago

The Largest Makers and Distributors of Advertising Plates in the World

REFERENCES:—Any five national advertisers you may think of. If you ask them, you will, perhaps, find that several of them already know what Rapid's Service means.

PATTON-WIERENGO, Inc.

offer

A practical advertising counsel—
based on sound manufacturing and
business principles.



DETROIT

Population 67,000 Trading Centre for 100,000

Brockton, Massachusetts. The Great Shoe City filled with workers and winners. A Dry Town doing Big Business. People have money to spend.

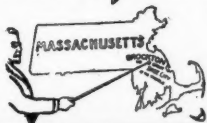
Brockton Daily Enterprise

Daily Edition exceeds 15,000. 12 to 32 pages

Flat Commercial rate 40 cts. per inch

Afternoon Paper, Sells for 2 cents

Carries many want advertisements. Best paper. Leading general advertisers use it



DISPLAY ADVERTISING

B & B SIGN CO. INC.
GLASS SIGNS AND SMALL ELECTRIC SIGNS
FOR ADVERTISING ~ MOVING WINDOW DIS-
PLAYS ~ WINDOW SIGNS AND LETTERING

341-347 FIFTH AVE. N.Y.C.

If you want more dealers TALK WITH **Heegstra**

H. Walton **HEEGSTRA** Incorporated; 25 East Jackson Boulevard, Chicago

Advertising Systems—



Complete systems for advertising departments; drawing files; cut files; tack-map systems; files for correspondence, reports, circular letters, proofs, appropriation ledger, publicity record, etc. Write for information about our System Service.

YAWMAN AND FREE MFG. CO.

844 St. Paul St., Rochester, N. Y.

Branches or Agents in the Principal Cities

MR. PUBLISHER

Do you want a N. Y. Representative?

Two Real Business getters, for the past 8 years, connected with some of the largest Publishers' Representatives and Advertising Agencies are in the field, to represent a few out of town Publications. For particulars address to "M. W." Box 322, care Printers' Ink.



EDEXCO MAP PINS
Glass Head

Color Will Not Peel or Scratch Off

Solid glass heads. Steel points. Stay where you put them. 24 sizes—16 colors. Color runs all the way through.

Maps For Sales Plans

Entire U. S. or separate states. Convenient sizes.

Plotting Papers for Charts

To Show sales, costs, profits and other vital statistics.

Send 30c, stamp or coin for Big Sample Package containing Map Pins and other Map marking devices, sample EDEXCO Map Mount, Charting Papers, Curve Cards, and our booklet for Executives, "Graphic Presentation of Facts".

Our map pins—exact size

Booklet alone sent free if desired.

EDUCATIONAL EXHIBITION CO.
225 Custom House St., Providence, R. I.

it is such a darn big problem to get things analyzed and planned out." There was much more, but it all tended to show that the young man had actually begun to grasp the mission of advertising: *to build business.* It will be some time before that room clerk can "do anything in the copy line," but when he does it will have at least some of the ear-marks of *selling* copy. One more man saved from going into the business of advertising with the idea that advertising is the preparation of "nice little messes of words."

* * *

An enterprising youth is the Schoolmaster's milkman. Inasmuch as he delivers milk throughout a good many apartment houses, he has bought out a couple of local newspaper routes, so that the effort spent in clambering up and down stairs in delivering milk can return more profit. Now, if he's on the job, he can use this entree to push his company's products in households where competitors are entrenched, and gain for himself the commissions allowed for such extra sales.

Gross Margin Varies for Wholesale Grocers

According to statistics compiled by the Bureau of Business Research of Harvard University, embracing a canvas of almost 150 wholesale grocers in thirty-one States of this country and in Canada, the gross profit of the wholesale grocery business for the past year ranged from 7.7 per cent to 17.2 per cent, with 12 per cent of net sales as the common figure.

Campaign Prepared for New Line of Men's Clothing

A national newspaper campaign for Kling Brothers of Chicago, makers of men's clothing, is being prepared by the Wm. D. McJunkin Advertising Agency of that city. The advertising will feature "Klingmade" clothing.

Resigns from Toronto "Telegram"

Richard Holmes has retired from the position of business manager of the Toronto *Telegram*. Mr. Holmes has been with the *Telegram* since its establishment forty-one years ago.

Classified Advertisements

HELP WANTED

WANTED—High Grade Salesmen to sell distinctive announcements, booklets, folders, etc., to the exclusive New York trade. The Malcolm Strauss Co., 3 W. 29th Street, New York.

By Boston agency. All-around man to take charge of accounts in building construction and similar fields. Experience as advertising manager and with an agency is desirable. Box 709, care Printers' Ink.

An experienced agency copy writer can find an opportunity to connect with a prominent advertising agency. If located in New York phone Madison Square 4742. If located in Philadelphia, Walnut, 3503. Otherwise, write to Box 702, care Printers' Ink.

WANTED—THE CUTLER PUBLICATIONS, the SHOE AND LEATHER REPORTER and THE SHOE RETAILER, want an able advertising man with headquarters in Chicago. Must be experienced in modern methods and a successful salesman. Give age, experience and the necessary recompense required. Address E. O. Ray, Western Manager, 130 No. 5th Ave., Chicago, Ill.

AGRICULTURAL COPY MEN

Chicago Agency requires two high-class copy writers with agricultural advertising experience. Must know agricultural field thoroughly and be capable of writing strong farm paper copy, follow-up literature, etc. Send samples, state age, salary expected. Give former connections and details of previous experience in first letter. Applications held confidential. Address Box 697, care P. I.

The largest musical instrument house in Canada wants a man to handle its advertising department. Copy writing, editing, window display and promotion work offer possibilities that present splendid future to aggressive, fertile, energetic man. Salary about \$1,600 to start. State age, experience, nationality, references. Send photo and samples of work and tell us just why you think you can handle this. The A. S. Williams & Sons Co., Ltd., 145 Yonge St., Toronto, Canada.

Salesman Wanted

One of the oldest and largest Calendar and Advertising Specialty Houses in the country requires another man on its New York City sales force. An intensive worker with ideas and some selling experience is desired—a man able to finance himself while proving his worth, and willing to put his energy and brains against a desirable section of New York territory will find this a real opportunity. Replies will be held confidential and should be addressed to Box 689, care Printers' Ink.

We have a client who wants to get in touch with an experienced advertising solicitor familiar with the advertising field in each of the principal cities of the U. S. to call upon advertisers and advertising agencies. Part time proposition leads will be furnished. Address in confidence, Daken-Horsley Advertising Agency, Seattle, Wash.

Assistant Advertising Manager for MACHINERY

Unusual opportunity for a copy man under forty who has made good somewhere. Apply by letter only, which will be strictly confidential, stating age, education and experience. General Manager, MACHINERY, 140 Lafayette St., New York City.

Advertising Man Wanted

Experienced in circularizing, space and booklets, layout and style. Able to keep records, figure costs and do incidental correspondence. Prefer man who was a college graduate or graduate of school of commerce and finance. State fully age, experience, salary, married or single, and give general personal information. Answers confidential. Address "Beaver," P. O. Box 822, New York City.

MISCELLANEOUS

Advertising plays and educational industrial pictures are made and distributed by the E. I. S. Motion Picture Corp., 205 W. 40th St., New York City.

IDEAS. Study the best selling and advertising ideas in America. We clip newspaper ads—your line—all principal cities. Cost small. **BOYD SYSTEM, WASHINGTON, D. C.**

ROMEIKE'S PRESS CLIPPING BUREAU, 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable bureau. Write for circular and terms.

The Oldest American Comic will pay for contributions of both writing and drawing material suitable for circulation in America and abroad. Enclose return postage with all communications; address the editor, Harvard Lampoon, Lampoon Bldg., Cambridge, Mass.

Who Sells Washington, D. C.?

We have for sale address plates for all Grocers, Bakers, Confectioners, Lunch Rooms, Hotels, and Druggists in Washington. About 2500. Complete with trays and cabinets. No dead names. Plates are for Montague Drexall machine. Can you use them? Reasonable. Write G. G. Tauber, care John H. Wilkins Company, Washington, D. C.

POSITIONS WANTED

Editor—extensive experience with daily, weekly and monthly publications; writer, reviewer; knows lay-out and make-up; now engaged; not subject to draft. Address Box 690, care Printers' Ink.

ARTIST DESIRES POSITION SPECIALIZING IN BLACK AND WHITE SKETCHES FOR CATALOGUE AND BOOKLET WORK. BOX 708, CARE PRINTERS' INK.

Experienced Advertising Assistant; 2 years' printing, proofreading, 1½ years' department store advertising. Advertising Agency or electrical manufacturer desired. Chicago preferred. Box 696.

CREATIVE ideas, layouts, color schemes, copy. Advertising agency and art studio experience, besides considerable training in both these branches. Moderate salary. Fine education. Box 711.

Aggressive Advertising & Sales Executive

Seasoned man with commercial instinct, accustomed to responsibility, good sales correspondent, able to take initiative; splendid record. Box 707, care Printers' Ink.

ADVERTISING AND SALES EXECUTIVE

Direct Mail Order Specialist. Thorough knowledge of laying out successful advertising campaigns. Write forceful sales letters. Highest credentials. Box 698, care Printers' Ink.

Advertising Representative

with an established office can advantageously handle in Eastern territory a publication that interests automobile owners. Wide acquaintance among manufacturers of accessories and of hardware products. Commission basis. Box 700, care Printers' Ink.

My experience covers many years in the Printing and Advertising dept. of manufacturer (national advertiser). Absolute knowledge of printing and engraving, plan, copy, layout, etc. Desire change. Age 39. I am ready to be put to the test—what have you to offer? Box 711, care Printers' Ink.

EDITOR—News Trade Paper

Metropolitan and small city experience; write and prepare copy for all pages, ads, book and job work, practical printer; political and social experience; good judgment, developed by 30 years' service in printing and publishing business. Box 691, care Printers' Ink.

SALES MANAGER

Enthusiastic, loyal, forceful, hard worker. Have produced results hosiery and underwear. Especially successful trade extension, service and organization team work. Have developed national advertising campaigns. Want connection with people selling finished product believing in service and squareness and offering sound future in return for real results. College man, married, 29. Now employed. Box 706, care Printers' Ink.

Printing Salesman. 12 years in the N. Y. field. Has developed and directed sales and adv. dept. of largest and leading concern in the East. Thorough working knowledge printing, photo-engraving, art work, creative illustration. Copy writer, idea originator, Accustomed handling any contract in entirety. 35, college trained, married, ineligible military service. Box 704, care P. I.

Editor—Adv. Mgr.

The sale of a technical monthly magazine to a Western firm releases the editor from his contract. He has had both the editorial and advertising management, knows his work from A to Z, and is open to a new engagement. Nine years experience; a hard worker; exceptionally well-informed. Would consider daily or weekly paper. Address Box 694, care Printers' Ink.

A graduate of the Page-Davis School of Advertising, who has shown ability in writing ads, follow-up letters, etc., desires a position in an advertising department. Ten years' experience writing extended newspaper reports and attending to correspondence. Good public speaker, fine pianist, thorough knowledge of music and pianos. Broad experience with the public. Salary secondary consideration. Address Box 687, care Printers' Ink.

TRADE JOURNAL MAN desires real opportunity. Has record of producing, knows game from every angle—subscription, editorial, convention, social, public speaking, copy preparation, consultation, merchandising and selling, service angles, politics, etc. My proofs are extensive and conclusive. Took one publication and nearly doubled business single-handed in two years. Understands art of letter-writing; occupy executive position; nine years with present house. Reorganization reason for change. Box 693, care Printers' Ink.

A COPY MAN BIGGER THAN THE PRICE HE ASKS

Can't tell what he's worth, but it's more than the \$60 per week he asks. Formerly conducted own agency—knows the advertising business from checking up to checking out. Genuine originalist—really practical—neither hack nor quack. Highly endorsed. Would make ideal agency manager or copy chief, but will take "a place with the boys" if opportunity is good. Young, but exempt from service. Box 688, P. I.

Executive Assistant

now receiving \$3,000 a year, for past four years in complete charge of correspondence, accounting, Federal and state tax returns, insurance and rentals of wealthy estate with extensive banking, general investment and ranching interests, seeks wider opportunity for advancement as assistant to executive head in progressive business organization; 32 years old; married; excellent health and habits; successful experience as court reporter; graduate Univ. of Chicago Law School. Box 692, care Printers' Ink.

BRIGHT ADVERTISING MEN who have had successful experience with **MERCANTILE and MANUFACTURING** concerns are among our clients. If you have an opening, give us your requirements and let us send records. No charge is made to employers. **FERNALD'S EXCHANGE, Inc.** (established 1898), Third National Bank Building, Springfield, Mass.

ASSISTANT SALES MANAGER

Young college man, married. Produced results merchandising and sales in conjunction with advertising. Desire connection in broader field for development, personally and in work to be done. Several years factory, road, correspondence service and sales management experience. References prove success and capacity for earning, tact and team work. Box 705, care Printers' Ink.

Two years experience in the sales department of a manufacturer selling to dealers only through salesmen, three years experience with a manufacturer selling by mail only, and three years as advertising and business manager of a farm journal in the Middle West has fitted me for bigger work than is demanded by my present position and its prospects. Only a larger opportunity will interest me. Address Box 701, care Printers' Ink.

Manager and Superintendent of a large printing establishment desires to make a change. A practical printer, knowing the business in all its details and from every angle. Can increase the output and efficiency of a printing plant by methods adapted to modern business. Have business amounting to \$10-\$20,000 annually which can be placed with a progressive concern which desires a man of ability. If you are interested kindly communicate with Box 699, care Printers' Ink.

Not Subject to Service

other than the service of an advertising manager or assistant to some real big manager who realizes the worth of a keen young man, who at the age of 21 can boast of being newspaper reporter, assistant advertising manager and advertising manager respectively. In latter capacity for one year for million dollar concern. I have complete knowledge of printing, engraving and the use of art work together with original ideas. Box 703, care Printers' Ink.

ADVERTISING MANAGER

Widely and favorably known. Eight years intensive experience, planning, executing numerous successful national campaigns. Six years with \$100,000,000 food product corporation. Two years Advertising and Sales Director for large textile corporation. Shrewd purchaser. Forceful correspondent. Practised in research work. Systematic. Well recommended. Editorial and feature articles concerning my work, written and published by foremost business magazines. Present employed. Excellent reasons for desired change. Young and married. Draft exempt. Moderate salary. Box 695, care Printers' Ink.

INVESTIGATE THIS!

Young, military exempt, well grounded in advertising theory, a valuable junior with some months' publicity experience, best reference, wants chance to make good. Box 713, care Printers' Ink.

PUBLICITY WRITER

Advertising woman, broad experience, successful record in national and international campaigns desires further connections. Part time, retainer or special service basis. Highest credentials. Box 714, care Printers' Ink.

PERMANENT CHICAGO CONNECTION WANTED

Advertising manager of Pacific Coast department store doing \$2,000,000 business desires similar position with Chicago firm, or connection with reputable agency as manager of its department serving retail advertisers. New connection desired about November 1st.

Salary \$3,500 with opportunity for increase.

Mentally, morally and physically equipped to render efficient service to any employer.

Resignation of present position necessitated only by family affairs.

Address Box 715, care Printers' Ink.

HELP WANTED

WANTED

A Copy Man

A well established and organized agency wants a service man. A man who has done big things is preferred. He must be able to sell through type rather than to possess the ability of writing clever, smart or misfire copy. He should be familiar with printing, engraving and art work and willing to supervise their purchasing and execution. He should be a man who has a successful record, not one who is constantly seeking new connections. There's a big opportunity here, one with which right man is apt to be satisfied. Should now be earning \$2,500 a year and upward. Tell us what you have done, what you think you can do, how much we must pay to get you and when you could start. Replies treated strictly confidential. R. C. D., P. I Box 712

Table of Contents

PRINTERS' INK, August 2, 1917

Cashing In on Your Customers' Good Will.....	<i>Bruce Bliven</i>	3
How the Definite Policy of Keeping the Old Patrons Friendly Is Bringing In Returns to Many Businesses.		
Kellogg's Big Trade-Name Suit Decided.....		13
Court Rules That Kellogg Toasted Corn Flake Company's Advertising Establishes Right to Commercial Use of Name.		
"Oh, Yes! How About That Advertising?".....		19
The Directors Discuss It, and Lay It on the Table—An Account That Is Not Typical, Be It Said, of All Board Meetings.		
Universities to Make Up Student Losses Through Advertising.....		25
How Far Can Retrenchment Wisely Be Carried On?.....		27
President Bedford's Plea to Abolish Pleasure Driving of Cars Raises Vital Question.		
"Raise Your Price and Explain Afterwards".....		37
Why One Advertiser Believes Preliminary Announcement Injudicious.		
A Profit-Sharing Plan for Salesmen That Overcomes Old Abuses.....	<i>E. P. Sanderson</i>	38
How It Has Worked for a Manufacturer of Hardware.		
Modest Dish Washer Campaign Reveals Market Possibilities.....		50
Home Helps Manufacturing Corporation Sets Out to Change the Housewife's Habits Through Advertising.		
A Trade Catalogue That Educates the Dealer.....	<i>C. C. Casey</i>	57
Accessory Jobber in Automobile Field Makes a Salesman of His 200-Page Catalogue.		
Recreation of U. S. Army Means Opportunity for Advertisers.....		67
Provisions Being Made for Soldiers' and Sailors' Recreation and Amusement Call for Wide Range of Material.		
A Look at Some Phases of the Clerk's Job.....	<i>John Allen Murphy</i>	73
Some Things That the Copy Writer and the Traveling Salesman Can Learn From the Work of the Retail Salesman.		
Cut-Rate Circulation Still Being Fought Hard, Says Dockery.....		84
Strong Arm Sales Work That Tears Down Good Will.....	<i>Roy W. Johnson</i>	89
Pressure of Quota That Has a Bad Reaction.		
Private Concern Advertises Government's Land Sale.....		101
Keeping the Raw Material Up to Standard.....		108
How Heinz, Bradley Knitting Co. and Others Are Guarding the Sources of Supply.		
Editorials.....		114
Advertising to Stave Off Government Competition—The Poultry Situation and Advertising—The Advertising Opportunity Before the Canners.		
The Little Schoolmaster's Classroom.....		120

3
13
19
25
27
37
38
50
57
67
73
84
89
01
08
14
20

¶ The single periodical of nation-wide influence that has a monthly survey of art matters is Scribner's. It is read by an ever increasing number of art lovers, dealers, and buyers the country over. Reader confidence is what makes Scribner's of value to you. Here is the evidence:




Adam H. Bartel Company
WHOLESALE DRY GOODS & MANUFACTURERS

WORKINGMEN'S CLOTHING

FACTORIES:
BIRMINGHAM, MD.
NEW CASTLE, MD.
CAMBRIDGE CITY, MD.



NEW CASTLE, MD. BRANCH



CAMBRIDGE CITY, MD. BRANCH

OPPOSITE PENNSYLVANIA STATION
NEW YORK OFFICE 43 LEONARD ST.

Richmond, Ind., Feb. 27, 1917

School & College Service
Scribner's Magazine
New York City

Gentlemen:

The advice given me relative to a school for my son has proven most valuable, and proof of our satisfaction has been that he returned to the school of your suggestion the second year.

We appreciate the helpfulness of your department very much, and beg to remain

Yours truly,
J. M. Cate



This is the time to advertise, because advertising is a promoter of business.

The Rotogravure Section

The soft tints, the delicate shadings, the lifelike brilliance of detail, which distinguish the genuine rotogravure printing, are found only in The Sunday Tribune's Rotogravure Section. This section is printed in two separate colors, a delicate green and soft sepia brown, and reproduces with the accuracy and realism of a perfect photograph the portraits of famous men and women and striking scenes of world events gathered from every corner of the earth.

The finest advertising illustrations you can secure—whether photographs or the work of master artists—are transferred direct to a copper cylinder and reproduced in THE CHICAGO SUNDAY TRIBUNE'S ROTOGRAVURE SECTION with a lifelike realism and fidelity to detail such as the rotogravure process alone can give.

There are no halftones, no electros, no mats. Your illustrations are printed direct from the original etching on the copper cylinder.

These rotogravure pages are 9 $\frac{1}{2}$ inches wide by 15 $\frac{1}{2}$ inches deep, giving you liberal space for large and striking photographs or drawings and imposing type.

An automobile company recently wrote the following:

"We have always been partial to run of paper, black and white copy, but since our page in the rotogravure section of January 28th, we now believe that the Tribune Rotogravure Section is one of the best advertising mediums for the motor car industry."

Space for Fall Advertising is going fast—better let our nearest office go into detail with you.

The Chicago Tribune

The World's Greatest Newspaper

(Trade Mark Registered)

Member Audit Bureau of Circulations

Eastern Advertising Office :

Pacific Coast Advertising Office :

251 Fifth Avenue, New York City

742 Market Street, San Francisco